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# AIR TRANSPORTATION



THE AIR MAGAZINE FOR THE MODERN SHIPPER

**SEPTEMBER, 1957**

Vol. 31, No. 3



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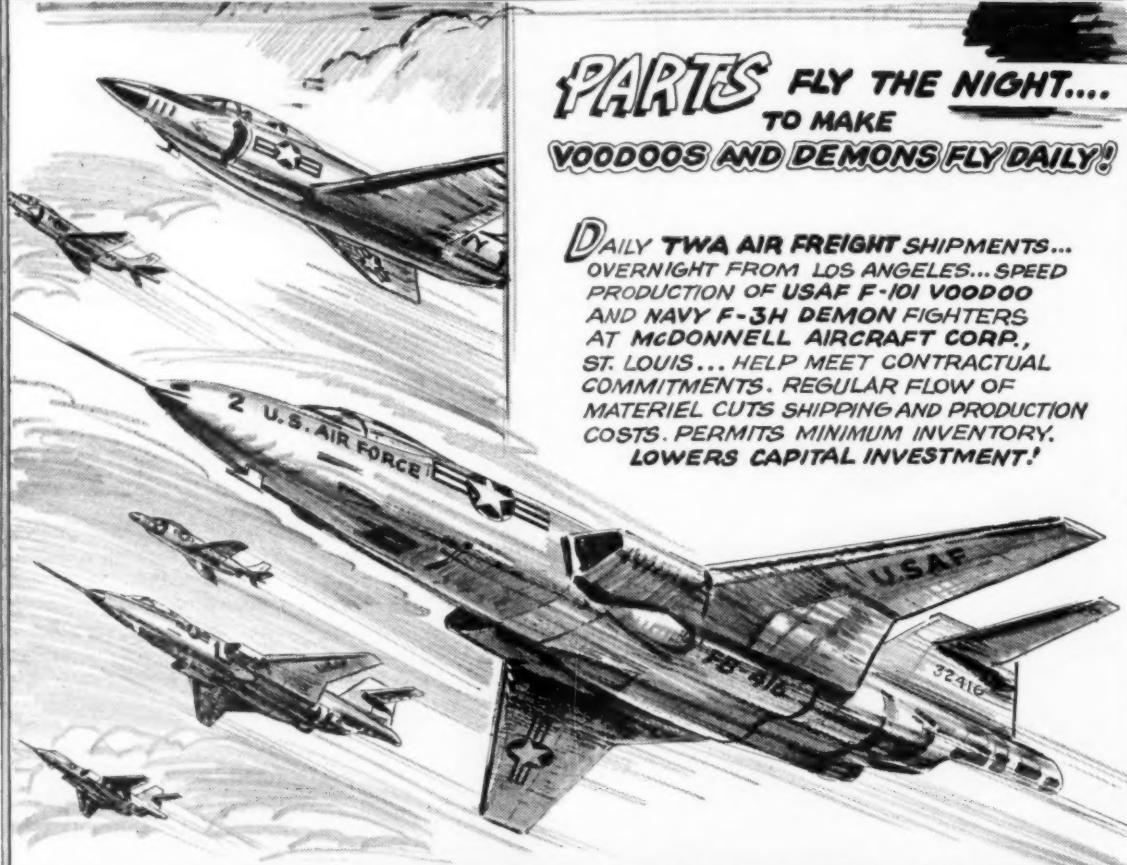


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SEPTEMBER 1957—PAGE 3

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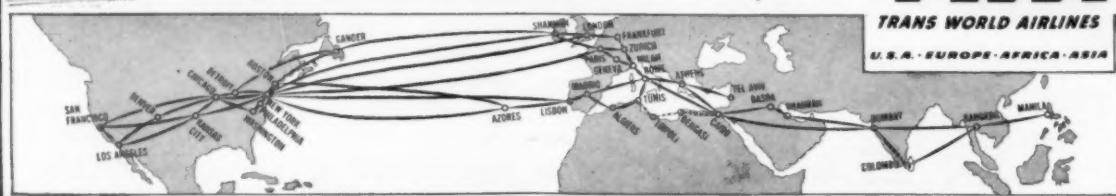


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# AIR TRANSPORTATION

The World's First and Only Air Cargo Magazine . . . Established October, 1942



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**AIR TRANSPORTATION**, published once each month, thoroughly covers the entire air cargo industry for the benefit of all those engaged in shipping and handling domestic and international air freight, air express, and air parcel post, as well as using the domestic and international air mail services. Included in **AIR TRANSPORTATION'S** wide coverage are: air shipping, cargo plane development, rates, packaging, materials handling, documentation, air cargo terminal development, insurance, routing, interline procedures, new equipment, commercial airlines, military air transport service, air freight forwarders, and business flights.

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**John F. Budd**  
Editor and Publisher

**Editorial** **Advertising**  
**Richard Malkin** **William E. Budd**  
Executive Editor Ass't to the Publisher

**K. H. Lyons**, Business Manager

**Frank W. Budd**, Circulation Manager

**Viola Castang**, Special Service Department

**Keith H. Evans & Associates**  
West Coast Advertising Representative  
3723 Wilshire Blvd., Los Angeles 5, Calif.  
Phone: DUNkirk 8-2981

**J. B. Tratsart, Ltd.**  
United Kingdom Sales Representative  
799, Harrow Road  
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Middlesex, England

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## CONTENTS

### FEATURE ARTICLES

Why More and More Air Shippers Rely on Air Freight . . . . .	15
Will There Be a New Transatlantic Rate Structure? . . . . .	16
Air Cargo Gets the Clinical Treatment . . . . .	17
Clipper Cargo Diary (Part II) . . . . .	18

By Richard Malkin

### CHARTS

Air Cargo: First Quarter . . . . .	14
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### DEPARTMENTS

Air Commerce . . . . .	6	Handling & Packaging . . . . .	36
Airports . . . . .	37	IATA . . . . .	36
Books . . . . .	37	Interline . . . . .	13
Club News . . . . .	35	Mailbag Memos . . . . .	37
Come'n' Get It . . . . .	38	Military Aircraft . . . . .	36
Commercial Aircraft . . . . .	36	New Offices . . . . .	13
Congratulations . . . . .	34	Services . . . . .	33
Facts & Figures . . . . .	36	Trade Fairs . . . . .	26
Forwarders . . . . .	13		

### ADVERTISERS

ASA International Airlines . . . . .	8	Lufthansa German Airlines . . . . .	28
Aaxico Airlines . . . . .	29	V. T. Mancusi . . . . .	33
Air Express International Corp. . . . .	25	Maritime Central Airway . . . . .	22
Air France . . . . .	13	H. G. Ollendorff, Inc. . . . .	33
Air-Sea Forwarders Inc. . . . .	33	Pan American Grace Airways . . . . .	24
American Shippers, Inc. . . . .	33	Pan-American World Airways . . . . .	7
Avianca . . . . .	12	Parker & Co. . . . .	24
Peter A. Bernacki, Inc. . . . .	33	Peerless Radio Distributors, Inc. . . . .	35
British Overseas Airways Corp. . . . .	12	Pitney-Bowes, Inc. . . . .	3rd Cover
Collins Engineering Corp. . . . .	35	QANTAS . . . . .	13
Delta Air Lines . . . . .	2nd Cover	RANSA Airlines . . . . .	27
Emery Air Freight Corp. . . . .	3	Riddle Airlines . . . . .	10
Flying Cargo, Inc. . . . .	33	Scandinavian Airlines System . . . . .	23
Hensel, Bruckmann & Lorbacher, Inc. . . . .	33	Seaboard & Western Airlines 4th Cover	
Italian Airlines . . . . .	22	Slick Airways . . . . .	28
Japan Air Lines . . . . .	23	J. D. Smith, Inter-Ocean, Inc. . . . .	33
KLM Royal Dutch Airlines . . . . .	9	Swissair . . . . .	11
Lanica Airlines . . . . .	29	TACA International Airlines . . . . .	25
Lockheed Aircraft Corp. . . . .	20-21	TWA . . . . .	4

Net circulation of this issue (not including distribution to advertising agencies, advertising prospects, public relations firms, newspapers, and magazines; special distributions for promotional purposes; and cash sales totals 9,778 copies. Gross circulation is more than 10,300 copies. This issue will be received by a minimum of

8,750 shipping and business executives concerned with the proper and economical transportation of commodities, including the following professional categories:	233 general and sales managers also
5,763 traffic managers	355 airline executives and other personnel
1,002 presidents; partners; proprietors	135 military establishments and personnel
165 vice presidents	71 trade organizations
142 secretaries; treasurers; controllers	161 Federal, state and city government departments
539 freight forwarders	94 educational institutions and students
314 export-import managers; export-import merchants	73 business and public libraries
343 purchasing agents	45 foreign governments
249 aviation department heads of industrial firms	51 aircraft and aircraft equipment manufacturers
	43 miscellaneous

The most recent study of *Air Transportation's* circulation has shown a pass-along of each issue of 3.45 persons, or a total readership of 4.45 persons per copy. On this basis, this issue of *Air Transportation* will be read by a minimum of 43,512 persons. The latter figure does not include readers not classified under "net circulation."

DOMESTIC  
AIR CARGO



INTERNATIONAL  
AIR CARGO

VOL. 31

SEPTEMBER, 1957

No. 3

## PAA, TWA Set to Start Polar Runs This Month

West Coast shippers and consignees will receive the benefits of additional transpolar services to and from Europe when Pan American World Airways and Trans World Airlines open operations over the North Pole this month. Pan Am plans to use DC-7Cs on this route beginning September 10. TWA will operate *Jetstream* equipment beginning September 29.

Scandinavian Airlines System pioneered the polar route, winning wide acceptance by international shippers on the West Coast.

The Pan Am schedules call for four round trips a week as a starter. Three times a week the service will originate at San Francisco. Mondays it will fly to Seattle before continuing to London; Wednesdays it will stop at Los Angeles and go on to London; Fridays it will stop at Los Angeles again, with Paris as destination. The fourth weekly departure will be from Los Angeles, move on to San Francisco, then on to London. A service from Portland is anticipated later this year.

TWA's service over the roof of the world will start on a twice-a-week basis: every Sunday, from Los Angeles to London; and every Wednesday, from Los Angeles, on to San Francisco, then to Paris and Rome.

## British Government Seeks To Adapt Customs to Air

"The development of air traffic is rapid and aircraft speeds are constantly increasing. Thus the major task now facing the Board is to adapt to jet-propelled age procedure which in essentials has not had to be greatly altered since the days of the sailing ships. A Customs delay of a few hours may not mean much after a voyage of three weeks, but could be highly objectionable after a flight of one hour. (Concluded on Page 8)

## LAI, Alitalia Merging

As previously reported in *Air Transportation*, Italy's two scheduled air carriers, LAI and Alitalia, have agreed to merge. A majority of the shares in the new company will be held by a Government agency, the Italian Institute for Reconstruction. It will acquire the 30% interest in LAI owned by TWA. BOAC, which has small investment in Alitalia, will retain its holding.

LAI operates many international routes. Most of Alitalia's services are domestic, with some foreign runs. It is reported that some \$80 million will be spent through 1960 to bring the new company's fleet up to 50 transports.

## Smith Resigns, Rentzel Adds Slick Presidency

President of Slick Airways since May of last year, General Robert J. Smith has resigned that office as well as those of director and member of the executive committee. Delos W. Rentzel, chairman of the board, has taken over the reins of president and general manager of the scheduled all-cargo airline.



In a formal statement, Rentzel said:

"General Smith came to Slick with the understanding that he would continue active participation in all of these affairs. After attempting it for more than a year, he now finds it is not feasible for one man to do justice to all these important and worthwhile activities. While we understand his devotion to these earlier interests, we deeply regret that he has elected to resign from Slick. Under his direction, the company was successful in obtaining additional financing needed to continue the expansion of its aircraft fleet. This equipment allowed the company to increase its international operations and to improve its domestic common carrier service."

## Qantas' Global Service To Be Announced Soon

Only normal formalities remain to be complied with prior to the inauguration of Qantas Empire Airways' new round-the-world service. C. O. Turner, Chief executive of the Australian airline, indicated that the start of operations between San Francisco and New York—the final link in the global route—probably is a matter of "a few weeks."

The first foreign airline to operate scheduled flights across the United States, Qantas expects to slash global flying time to 93½ hours. Even this time will be cut almost in half when it receives its Boeing 707s two years from now. Turner stated that in the beginning the carrier will "fly across the United States and on across the Atlantic on a twice-monthly frequency," linking at London with its Kangaroo Route to Australia.

## Eisenhower is Active Approving Air Routes

Recent actions by President Eisenhower over the past few weeks have seen a number of temporary certificates made permanent, a new route authorized, and a couple of additional foreign air permits issued. The President took various steps affecting the following scheduled carriers:

**Alaska Airlines**—Temporary certificate on the Portland-Seattle-Fairbanks route made permanent.

**Northwest Airlines**—Temporary certificate on the New York-Chicago-Anchorage route made permanent. Also made permanent was its certificate to fly between Seattle and Portland and Tokyo via Anchorage.

**Pacific Northern Airlines**—Temporary certificate on the Portland-Seattle-Anchorage route made permanent.

**Pan American World Airways**—Permanent certificate granted to operate between San Francisco and Los Angeles and Tokyo over the Great Circle route.

**Eastern Air Lines**—Nonstop flights between New York, Washington, D. C., and Mexico City authorized.

**Compania Mexicana de Aviacion**—Authority given to operate services from Mexico City to Chicago and San Antonio, Texas.

**Lloyd Aereo Colombiano**—Foreign air carrier permit granted to operate services from Colombia to Miami via Havana.

## Report Lufthansa Plans Atlantic All-Cargo Run

Although no formal announcement has been issued at presstime, *Air Transportation* learned on excellent authority that Lufthansa probably will inaugurate all-cargo services across the Atlantic on or about October 15. The German carrier would operate DC-4 equipment in this service. The transatlantic all-cargo service, which would supplement the regular passenger-cargo flights, will be on a twice weekly basis, it was said. Flights will be between New York and Frankfurt, Hamburg, and Cologne.

## Aeroflot to Athens

Soviet Russia's civil airline, Aeroflot, has received Greek permission to land at Athens on its route connecting Moscow with Cairo. Greece is insisting that Russia grant Olympic Airways the right to land at Moscow when Olympic extends its services to Scandinavia. At presstime there was no reply from Russia reported.



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## BRITISH CUSTOMS

(Continued from Page 6)

Your committee, therefore, while recognizing that the Board have gone some way to speed the flow of goods carried by air, would emphasize the need for them to make every effort to ensure that the advantages of speedy transport are not nullified by slow formalities."

This forms an important part of a report by the Select Committee on Estimates appointed by the British House of Commons. It follows a close study of Britain's Customs and Excise Department, made earlier this year by the committee which reportedly spent more than the usual amount of time accorded air. According to a report from London, the group paid a great deal of attention to freight as handled at London Airport.

## Will SAA Convert Its DC-4s to Cargoplanes?

According to reports from abroad, South African Airways would convert its combination DC-4s to all-cargo aircraft when it places its ordered *Viscounts* in domestic operation in 1958. However, this news does not seem to have aroused much enthusiasm among South African businessmen. A mail survey of shippers has brought a less than 10% response.

## Signs of the Times

**Rail** — The Interstate Commerce Commission has granted increases of 7% in the East and West and 4% in the South. These increases are subject to specified exceptions and hold-downs. The ICC left the door open to additional increases when anticipated higher operating costs "become an actuality."

**Sea** — A 10% cargo rate increase scheduled by three transatlantic freight conferences—North Atlantic Mediterranean Freight Conference, North Atlantic French Atlantic Freight Conference, and North Atlantic Continental Freight Conference—goes into effect February 1, 1958.

## Party Marks Opening Of Lufthansa Chicago Office

Shippers, cargo sales agents, consolidators, Customs and postal authorities, and interline cargo personnel last month celebrated the opening of Lufthansa's cargo office in Chicago with a traditional Bavarian beer party. Joerg W. Paetow, cargo manager for North America, was host.

Some 80 persons joined to mark the opening of the new office located at 5226 South 63rd Street. Lufthansa personnel were garbed in Bavarian costumes—men in *lederhosen*, and girls in dirndls.

Lufthansa's cargo sales representatives for the Midwest are Hank Leopold and Joseph Zucker.

## Ray Ireland, UAL Veteran, Retires

An illustrious career which began in 1926 came to a close last month when Ray W. Ireland, vice president-traffic administration for United Air Lines, retired.

His first association with the air transportation industry was with National Air Transport 31 years ago. NAT eventually became a division of United. In 1932 Ireland became United's traffic manager.

During World War II he served first as Chief of the Air Division, Transportation Corps, Services and Supplies; then as Deputy Chief of Staff, Air Transport Command. He was awarded the Legion of Merit, order of the British Empire, and United States Distinguished Service Medal. Ireland holds a commission as brigadier general in the Air Force Reserve.

Returning to United after the war, he was elected vice president-traffic administration. Among his various duties he represented the airline in the International Air Transportation Association. Ireland also remained active in governmental affairs, heading the committee that prepared the Civil Reserve Air Fleet plan and serving as administrator of the Defense Air Transportation Administration.

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## Air Express Completes 3 Decades of Service

Thirty years of continuous service to air shippers were marked September 1 by the Air Express Division of Railway Express Agency.

First air carriers to contract with the American Railway Express Company, REA's predecessor company, were Colonial Air Transport (Boston-New York), National Air Transport (New York-Chicago and Chicago-Dallas), Boeing Air Transport (Chicago-San Francisco), and Western Air Express (Salt Lake City-Los Angeles).

In 1928, the first full year of air express service, a total of 17,000 shipments produced revenues amounting to \$131,000. By the end of 1956, the number of shipments handled in this service had grown to 5.6 million with revenues of \$42,984,000. Thirty-three scheduled airlines today haul air express shipments.

Charles C. Gaudio, general manager of the Air Express Division, in pointing out the dynamic growth of America's air transport system and air express service over the last three decades, foresaw a new era for air express "with the advent of new jet airliners".

## Record Crowd Expected At ACI Cartage Parley

A new high in attendance is anticipated when Air Cargo, Inc.'s third annual Air Freight Cartage Conference opens at the

## Aaxico Problem Solved

Seems that Captain Otis Ferrell and Co-pilot Bob Turner, of Aaxico Airlines, had to go down to the MATS base at Dover, Delaware in an awful hurry to pick up a C-45 there.

Trouble was there was no public transportation of any kind available at the time they had to be there.

So Bill Barniea, assistant to Vice President Ollie Stern at New York International Airport, stepped into the breach and offered to drive Ferrell and Turner to Dover in his little Renault auto.



The flyers leaped at the idea. Four hours of driving got them there in time.

After which the Renault was loaded into the deadheading C-45. Barniea got behind the wheel, and the airlift back to New York was accomplished in 35 minutes.

Sherman Hotel, Chicago, September 24-25. The parley will utilize a "workshop technique" in order to get as many as possible to participate in the sessions.

Among those joining in the discussions

will be Samuel Dunlap, vice president—cargo, American Airlines; Frank B. Lynton, vice president—operations, Flying Tiger Line; Homer J. Merchant, general manager—sales, United Air Lines; Larry H. Ristow, vice president—traffic, Greyhound Corporation; and A. J. Roper, president, Mercury Service System.

Topics expected to come up for discussion are: *The Case for Saturday Service, A Uniform Pickup Report Form, Elimination of Registers (Form AC-12), Driver Training, Deliveries to Convention Halls, Standardized Trucks, Telephone Cut-off Times, Uniforms, Union Labor Practices, Cubic Dimensional Shipments, CWT Rates and Minimum Charges, Sales Aids, On Vs. Off Airport Operations, and Automatic Delivery.*

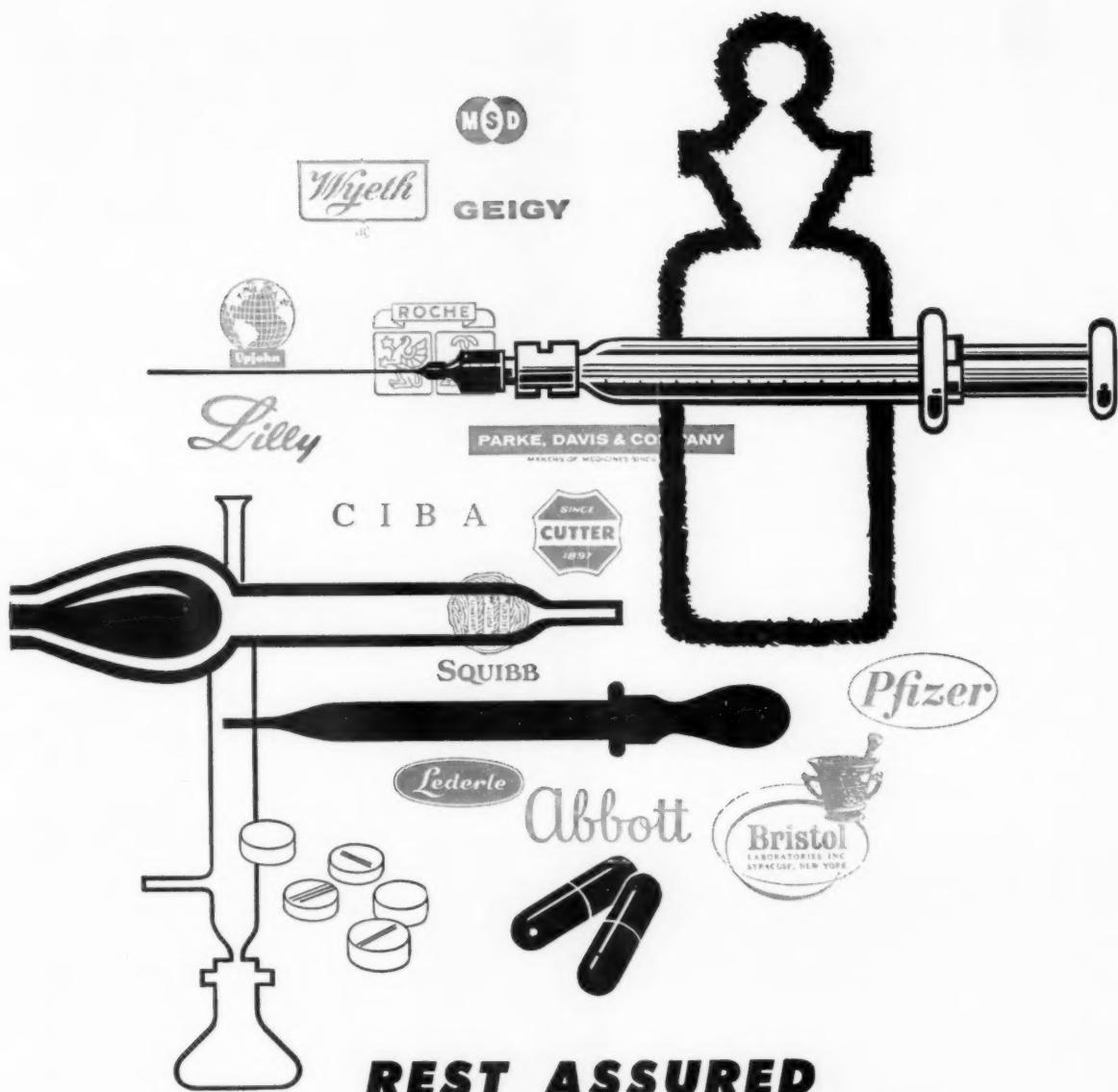
The first six months of air freight handled this year by ACI's cartage firms indicate startling increases over the same period a year ago. Each month has been better than the corresponding one of 1956, both in the number of shipments handled and revenue. The accompanying chart illustrates the comparative number of air shipments handled by the truckers in the two like periods.

## Austrian Line is Oelag

The previously proposed airlines for Austria, Air Austria and Austrian Airways, have given way to a new company known as Oelag. It is reported from abroad that SAS and Fred Olsen Flyselskap will each hold 15% of the shares. The party which had sponsored Air Austria will control 42%, with the remaining 28% in the hands of the party supporting Austrian Airways.

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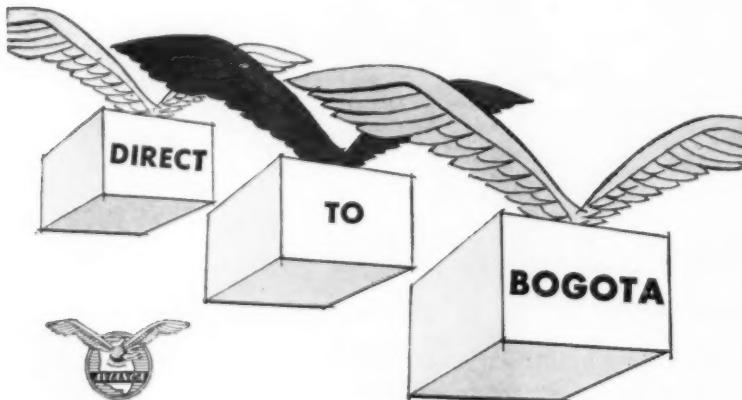


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## Slick Tests "Guardsman" For All Freight Flights

"Guardmen," whose duties include supervision of loading and unloading, stowage, and personal attention to perishables and live cargo, have been placed aboard certain Slick Airways. The crew addition is part of a test by the transcontinental all-cargo airline to provide shippers with further assurance that ground time will be reduced and loading errors eliminated.

According to Henry P. Huff, vice president-operations and maintenance, the test program is underway between Boston, Hartford, New York, Detroit, Chicago, and St. Louis.

It is the guardsman's duty to see that all special instructions of the shipper are followed. Such instructions may deal with the perishability or fragility of a particular consignment. He supervises the offloading of shipments consisting of more than one unit. In addition, he insures the availability of space for reserved space cargo.

Ross W. Marsh and Philip A. Werner, stationed at Newark, have been tapped to perform the first guardsman duties. Each makes three round trips a week. Huff stated that if the program proves successful, it will be extended throughout the Slick system.

## Tiger, Riddle Set Up Deferred Rate Tariff

Extending deferred rate service to link West Coast and Southeastern points, the Flying Tiger Line and Riddle Airlines, scheduled all-cargo carriers, have established joint deferred rates. The airlines pointed out that in addition to permitting consignors in either area to ship their goods on a single airwaybill, the new tariff does away with the necessity for Tiger or Riddle to hold shipments at Chicago (the main point of interchange) until the minimum release time has passed.

Under the joint tariff, the destination carrier accepts and moves a deferred rate consignment to destination point, holding it there until the minimum release period has passed. This procedure speeds the time the receiver can get his freight.

## Air France, Lufthansa In General Agency Pacts

Air France and Lufthansa will represent each other as general agents in specified areas as the result of agreements signed by the French and German carriers. Air France will represent Lufthansa in France, Algeria, Morocco, Tunisia, Togo, French West and Central Africa, Laos, Cambodia, and Vietnam. Lufthansa's representation of Air France will be throughout West Germany and West Berlin.

## Red Jet Lands in N. J.

The first Soviet airliner to fly to the United States, the twin-jet TU-104, landed at McGuire Air Force Base on September 4. It made the Moscow-United States flight in 21:54 hours, elapsed time. Actual flying time was 13:29 hours. Refueling stops were made at London, Reykjavik, and Goose Bay.

Russia has made a bid for a United States-Soviet commercial air agreement.

### Air Express International



Dayton, Ohio — Main Operations Building, Dayton Municipal Airport; George C. Crowell, manager.

Mobile, Ala. — Pugh Building; John M. Day, manager.

### Air France

Denver, Colo. — Room 224, Patterson Building, 1706 Welton Street; phone, MAin 3-4359; Kostas J. Boudouris, manager.

Seattle, Wash. — Room 616, White Henry Stuart Building; phone, Mutual 2763; Mario J. Rondina, manager.

### App Shipping

New Orleans, La. — 206 International Trade Mart; phone Tulane 5636.

### Lufthansa

Chicago — 5226 South 63 Street; phone, POrtsmouth 7-2121.

### Riddle

Newark, N. J. — Building 50, Newark Airport; phone MITchell 2-2822.



**Seaboard & Western:** Interline cargo-handling agreements have been reached with three domestic local-service carriers: Allegheny, Central, and Trans-Texas. Allegheny operates in the Middle Atlantic area, Central in the South Central states, and Trans-Texas in three states of the Gulf region.



**Oral argument** in the International Air Freight Forwarder Investigation, Docket No. 7132, begins September 4 in Room 5042, Commerce Building, Washington. D. C. CAB Examiner Paul N. Pfeiffer's initial decision recommended that the operating authority of all international indirect air carriers be "renewed for an indefinite period with recommended form of authorization similar to that previously granted domestic for-

(Continued on Page 37)

### CAB Activities Of Interest to Shippers

#### PRE-HEARING CONFERENCES

September 4 — Slick Airways: Air freight rate investigation.

September 10 — TACA International Airlines: renewal of San Salvador-New Orleans permit.

#### HEARINGS

September 16 — Aerolineas Argentinas FAMA: renewal and amendment of permit.

October 5 — Slick Airways and Flying Tiger Line: intra-area service.

#### ORAL ARGUMENTS

September 4 — International air freight forwarder investigation.

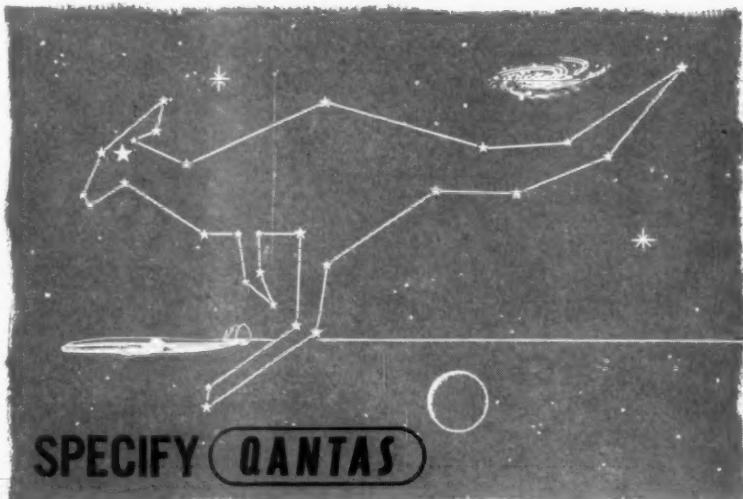
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QANTAS, Australia's Overseas Airline, in association with TEAL



# AIR CARGO: FIRST QUARTER

Statistics covering freight and express flown by the scheduled combination, all-cargo and helicopter airlines of the United States during the comparative first quarters of 1956 and 1957.

## REVENUE TON-MILES OF FREIGHT CARRIED

	1st Quarter 1957	1st Quarter 1956	Percent of Change
Domestic Trunklines	47,825,000	40,247,000	+18.8
Local Service Airlines	404,000	362,000	+23.5
Territorial Airlines	331,000	367,000	-9.8
Helicopter Airlines	3,000	1,000	+200.0
International & Overseas Airlines	28,320,000 <sup>2</sup>	25,076,000 <sup>2</sup>	+12.9
Alaskan Airlines	1,318,000 <sup>3</sup>	1,324,000 <sup>3</sup>	-0.5
All-Cargo Airlines	40,471,000	28,683,000	+41.1
<i>Consolidated Industry</i>	118,672,000 <sup>3</sup>	96,025,000 <sup>3</sup>	+23.6

## REVENUE TON-MILES OF EXPRESS CARRIED

Domestic Trunklines	11,810,000	11,384,000	+3.7
Local Service Airlines	386,000	363,000	+6.3
Helicopter Airlines	9,000	6,000	+50.0
All-Cargo Airlines	573,000	39,000	+1,369.2
<i>Consolidated Industry</i>	12,778,000	11,792,000	+8.4

## OPERATING REVENUES—FREIGHT

Domestic Trunklines	\$10,301,000	\$9,116,000	+13.0
Local Service Airlines	404,000	327,000	+23.5
Territorial Airlines	331,000	367,000	-9.8
Helicopter Airlines	8,000	6,000	+33.3
International & Overseas Airlines	9,545,000 <sup>2</sup>	8,633,000 <sup>2</sup>	+10.3
Alaskan Airlines	445,000 <sup>3</sup>	458,000 <sup>3</sup>	-2.8
All-Cargo Airlines	5,953,000	4,984,000	+19.4
<i>Consolidated Industry</i>	\$26,618,000 <sup>3</sup>	\$23,506,000 <sup>3</sup>	+13.2

## OPERATING REVENUES—EXPRESS

Domestic Trunklines	\$4,524,000	\$4,544,000	-0.4
Local Service Airlines	386,000	363,000	+6.3
Helicopter Airlines	25,000	29,000	-13.8
All-Cargo Airlines	172,000	15,000	+1,046.7
<i>Combined Industry</i>	\$4,909,000 <sup>4</sup>	\$4,776,000 <sup>4</sup>	+2.8

<sup>1</sup>Preliminary report.

<sup>2</sup>Express and freight combined.

<sup>3</sup>Includes express carried by International and Alaskan carriers.

<sup>4</sup>Does not include express carried by International and Alaskan carriers.

### DOMESTIC TRUNKLINES

American • Braniff  
Capital • Continental  
Delta • Eastern  
National • Northeast  
Northwest • TWA  
United • Western

### LOCAL SERVICE AIRLINES

Allegheny • Bonanza  
Central • Frontier  
Lake Central • Mohawk  
North Central • Ozark  
Piedmont • Southern  
Southwest • Trans-Texas  
West Coast

### TERRITORIAL AIRLINES

Hawaiian  
Trans-Pacific

### HELICOPTER AIRLINES

Helicopter  
Los Angeles  
New York

### ALL-CARGO AIRLINES

AAXICO • ASA  
Flying Tiger • Riddle  
Seaboard & Western • Slick

### INTERNATIONAL & OVERSEAS AIRLINES

American • Braniff  
Caribbean/Atlantic • Delta  
Eastern • National  
Northwest • Pan American  
Panagra • TWA  
United

### ALASKAN AIRLINES

Alaska • Alaska Coastal  
Cordova • Ellis  
Northern Consolidated  
Pacific Northern • Reeve Aleutian  
Wien Alaska

# WHY MORE AND MORE SHIPPERS RELY ON AIR FREIGHT



**PROBLEM:** Mosquito and other insect vectors capable of transmitting disease to humans bring three Louisiana parishes (counties) to a point of crisis in the wake of Hurricane Audrey. How to destroy the looming threat of disease. **SOLUTION:** Carriage by Aaxico Airlines. American Cyanamid Company rushes tons of its potent malathion to New Orleans by Aaxico, and trucked to the Lake Charles area for the clean-up job. **PHOTO:** A few moments after drums of malathion are forked into Aaxico cargo plane.



**PROBLEM:** How Valmeline Imports, Ltd. of New York can import German-made coats with minimum delay in order to keep abreast of rapidly changing customer demands. **SOLUTION:** Carriage by Seaboard & Western Airlines. Merchandising problems simplified and marketing cost reduced. Valmeline retailers keep stocks small because delivery of reorders is prompt. Further, no retailer has ever had to take a markdown of any Valmeline product. **PHOTO:** Model Lucy Hardy tries on one of the imported coats at New York International Airport.



**PROBLEM:** How to meet fabulous demands by Florida drivers for the foreign-manufactured BMW Isetta 300 automobile. **SOLUTION:** Carriage by Riddle Airlines. Two hundred Isettas airlifted to Brooks of Jacksonville within a few days keeps Florida car distributor's high number of potential customers from dissipating. Good will of buyers maintained. Proof of quick delivery generates new customers. **PHOTO:** Line-up of Isettas at airport, part of the Riddle carlift.



**PROBLEM:** West Germany's stocks of metasystox inadequate to combat virus yellows on sugar beets and aphids in fruit areas. How to get more of the English-manufactured chemical in the least amount of time. **SOLUTION:** Carriage by Lufthansa. Four Dakota-loads of chemicals do the trick. Metasystox is being sprayed over vast acreages 12 hours from the time it leaves factory of Baywood Chemicals Ltd. **PHOTO:** Early-morning loading scene at London Airport.

# Will There Be a New TRANSATLANTIC RATE STRUCTURE?

POPPING up in the midst of the still continuing industry debate over the January 1 elimination of the International Air Transport Association's mixed-consignment rule for the North Atlantic is the news that the air freight forwarders have proposed a "new concept" in rate structure.

Ideas offered by some members of the Air Freight Forwarders Association were sprung at a specially arranged meeting in Washington attended by officials of the Civil Aeronautics Board's Bureau of Air Operations and representatives of the United States flag carriers.

The suggested methods were described as "a brand new approach to the transatlantic rate situation," based largely on a scale of weight breaks, with diminishing rates as segments of weights increase.

## Forwarders' Plans

The forwarders' first plan involves the following:

- A general commodity rate structure roughly along these lines: under 100 pounds, \$1.15 per pound; 100 pounds, 87¢; 440 pounds, 76¢; 1,100 pounds, 65¢; 2,200 pounds, 60¢; 3,000 pounds, 55¢; 5,000 pounds, 50¢; 10,000 pounds, 40¢; and 15,000 pounds, 36¢.

- Elimination of specific commodities.

- Establishment of a valuation charge based on the value per pound.

The alternative plan suggests:

- Retention of the present rate structure and the establishment of weight-rate breaks in specific commodity classifications from 100 pounds-plus to 10,000 or 15,000 pounds at 36¢ per pound.

In discussions with *Air Transportation* various AFFA officials were quick to emphasize that the association was not attempting to "ram certain rates down the throat of IATA." The package plans, as they saw it, represented "starting points for discussion." A subsequent report on the meeting to

AFFA membership, termed the proposal "tentative, informal, and flexible, submitted for discussion purposes only." As one AFFA officer explained:

"These are hypothetical structures. The rates as we have mentioned them are not the final answer. This is something to start the ball rolling toward a final solution. We will need that solution before the jets are put into the air a couple of years from now. The airlines will need plenty of volume then."

The underlying purpose of the talk-it-out session with CAB and the United States flag carriers was the forwarders' hope that their latest concepts of a fair rate structure would be brought to the floor at IATA's next traffic conference in Miami, September 24.

Although the package plans of the forwarders' organization were brain-children of a committee and the gen-

eral membership not polled on the matter, it was learned that a subsequent AFFA survey found the forwarders in virtual unanimous accord.

The airlines are disturbed about rate undercutting by certain international forwarders. It was reported that the forwarders offered to guarantee a ban against such undercutting above a certain weight level. What that level shall be is a moot point. Airline opinion on this is divided.

"I doubt they can give us such guarantees," one airline cargo man told *Air Transportation*.

"It sounds hopeful," another said cautiously.

The forwarders evidently won CAB support on their complaint that notice of IATA's withdrawal of the mixed-consignment rule had been sprung on them with shocking suddenness. Henceforth all CAB orders approving IATA rates, wherein the possibility of contest exists, will not become effective before a 15-day interim period. This will give the forwarders their sought-for opportunity to review any IATA resolution which they may feel impinges on their interests.

## Airline Reactions

What do the transatlantic carriers think of the latest development?

As near as *Air Transportation* could determine in off-the-cuff talks with cargo officials, the answer to this, at this writing, is a total question mark. Individual reactions splatter in all directions. There is a vast mixture of criticism, optimism, cautious hope, partial acceptance, prudent circumspection, and polite refusal to comment. The following represent some of the thinking of the airlines:

"Proposal No. 1 is no good. Proposal No. 2 has some merit."

"I've got to study this further. I may have a definite opinion ready at a later date. But right now count me out."

"I don't know how our headquarters is going to feel about it. I believe we

(Concluded on Page 32)

## Lufthansa Survey On New MC Rule

Joerg W. Paetow, Lufthansa's cargo manager for North America, is asking the nation's air freight forwarders to submit their suggestions for a reasonable mixed-consignment rule covering shipments in transatlantic movement.

"There has not been much talk about the mixed-consignment rule lately," Paetow told the consolidators, "not so much because of a feeling that the matter has found a satisfactory solution, but rather because, so far, nobody has offered a solution satisfactory to both the consolidators of air cargo and the airlines."

Pointing out that there is no IATA mixed-consignment rule in effect at the present time, Paetow said "nobody feels that no solution is preferable to a solution which might not give to everybody everything he would like to have." He indicated a belief that the problem does have some fair solution, and stressed that "the proper opportunity will offer itself at the next general meeting of IATA which is scheduled for September 24 at Miami." The German carrier's cargo official added:

"It is Lufthansa's intention to submit to the general meeting of IATA a constructive proposal for a new mixed-consignment rule which strikes a fair balance between the interests of the consolidators, agents, and airlines, and is acceptable to all concerned."



UNIVERSITY OF MIAMI'S Air Cargo Symposium in session. In front of blackboard is Ed Bishop, district sales manager, Delta Air Lines. Robert M. Kane, UM's aviation administrator, at desk.



TIME OUT at the symposium. Overlooking scene is picture of Dr. Bowman F. Ashe, first president of the University of Miami. The concentrated air cargo program lasted for five full days.

## AIR CARGO GETS THE *Clinical Treatment*



CHARLES L. HOOD, vice president—sales, Riddle Airlines, tells how.



ROBERT PHILLIPS, director of training and technical publications, at work.



DR. V. S. KARABASZ, UM's professor of management, discusses techniques.



BEN ATKINS, superintendent of cargo sales-Southwest U. S., for Pan Am.

AIR cargo was held under a high-powered microscope at the University of Miami. For five days a small group of airline freight men participated in a symposium devoted exclusively to the service they sell—a voiced collection of ideas covering the "various functions of industrial management and marketing as they are applied and interpreted in the light of the needs of the air cargo industry."

The symposium, which found five air carriers—Pan American, Riddle, Delta, National, and Eastern—cooperating with members of the university faculty, was directed by Robert M. Kane, UM's aviation administrator.

Representing the airlines as guest speakers were Benjamin R. Atkins, cargo sales supervisor for the Southeast, Pan American World Airways; Edwin Bishop, Miami district traffic and sales manager; Charles L. Hood, vice president-sales, Riddle Airlines; and Robert Phillips, director of training, National Airlines.

Participating university specialists in marketing and industrial management were Carl McKenry, John M. Dyer, Victor S. Karabasz, Jean P. Lesperance, Floyd Swann, and Barton Westerlund. Kane also lectured at various points during the five days.

Concentration on the special aspects of air cargo discussed had the multiple  
(Concluded on Page 33)

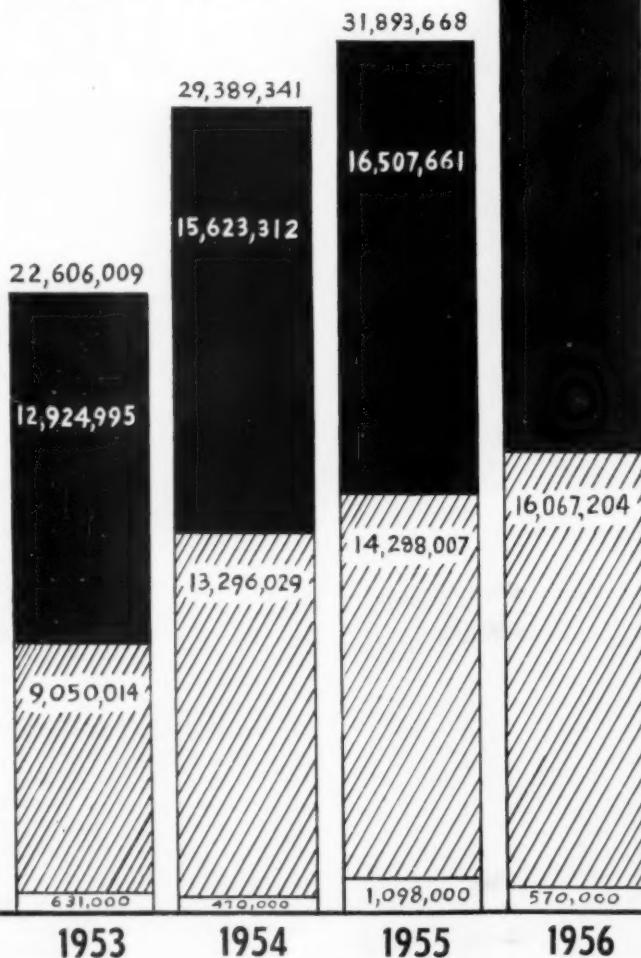
# CLIPPER CARGO

## Cargo Ton-Miles: 1953 - 1956

### LATIN AMERICAN DIVISION

#### LEGEND

- SCHEDULED ALL-CARGO FLIGHTS
- SCHEDULED PASSENGER FLIGHTS
- CHARTER FLIGHTS



#### PART II

#### MIAMI

“MARK my word, there will be great changes in the distribution of products. Warehouses will spring up all over the Miami and New Orleans areas. Distribution will be made from these warehouses. There will be no need for companies to store their products in all the Central American countries, the Caribbean and the northern part of South America. A radio message to Miami or New Orleans will get what they want in a few hours.”

It is Carl R. Anderson speaking in his office on the fourth floor of Pan American World Airways' maintenance hanger at Miami International Airport. On the other side of a window is a maze of girders and catwalks. His desk is piled high with documents, letters, and interoffice messages. In his hand is a set of mimeographed cargo statistics. He is about to underscore a previously expressed point with reference to the statistics he holds when the telephone interrupts him. It concerns some problem in Guatemala. Smoothly, Anderson returns to the role of working traffic cargo manager of the Latin American Division. He speaks into the instrument softly but crisply, issuing crackling instructions.

“Well, where was I?” Anderson asks when he replaces the receiver. “Oh, yes. Warehouses. That's the trend. It's beginning to work out that way. Let me say this: we've got to back the Latin American countries as they've backed us. Look at Puerto Rico; she's paying her own way now. San Juan is a pattern. I foresee the same air freight activity between the United States and all of South America as currently exists between the United States and San Juan.”

Anderson is not engaging in any sort of Monday-morning quarterbacking when he speaks of San Juan. Years before the fabulous air freight activity between the United States and Puerto Rico became a reality, he saw the shape of things to come and he did not hesitate to speak out then.

Joining Pan Am in 1939 in the Pacific

# DIARY

by RICHARD MALKIN

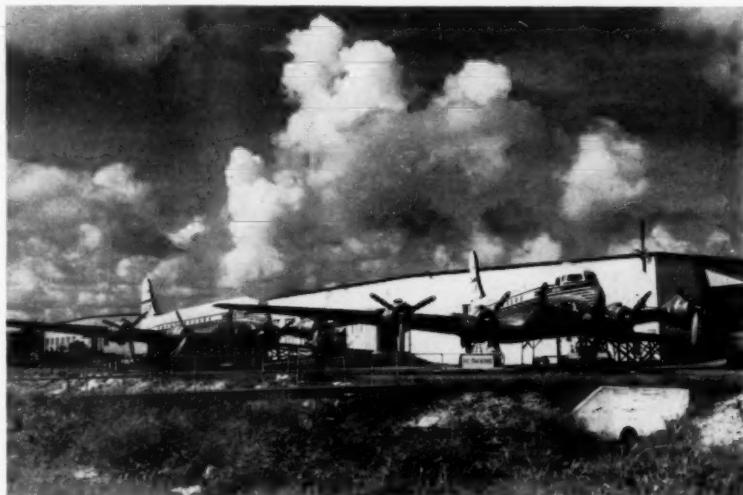


CARL R. ANDERSON  
"Cargo has achieved respectability."

Division as director of public relations, he came to Miami in 1942. Seven years later he was named sales representative in Havana. Anderson left some years afterward to become one of the founders of Riddle Airlines, an all-cargo carrier competitive with Pan Am on the Miami-San Juan route. He served as executive president. His old company reclaimed him not too long after. In December,

(Continued on Page 22)

*In this instalment Richard Malkin, executive editor of Air Transportation, continues his exclusive report on Pan American World Airways' cargo services, with sidelights on business and businessmen in the countries visited. The ninth in a series of such on-the-spot reports, the author flew more than 17,600 miles and spent a month interviewing airline personnel and business executives and inspecting air cargo facilities in 11 countries on three continents. Four stations are covered in this issue.*



EXTERIOR of Pan American's giant cargo warehouse at Miami International Airport where two airfreighters can be loaded simultaneously.



INTERIOR OF WAREHOUSE at Miami International Airport, showing huge variety of cargo. A railroad siding adjoins the building.



CARGO HANDLERS adjust hydraulic lift which bridges the distance between ramp leading from the warehouse and aircraft.



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speeds over 300 knots (or carry 35,000  
pounds for 2500 miles).

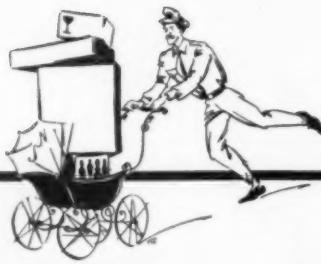
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Chicago, Ill.  
 2 E. Monroe St.

Cleveland, Ohio  
 1501 Euclid Ave.

New Orleans, La.  
 132 Int. Trade Mart.

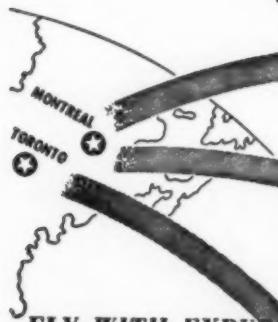
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## CLIPPER CARGO

(Continued from Page 19)

1953, Pan Am appointed him to his present post, a key one in the Clipper Cargo apparatus.

In a sense, Anderson's interim sojourn with Riddle was foreordained decades ago. A member of the Huntingdon (West Virginia) High School basketball team, he played against the Pikeville (Kentucky) High School five. A member of that team was John Paul Riddle. They became close friends.

Riddle went into aviation after graduation. Anderson wanted to do likewise, but his parents had other plans for him. He went on to Marshall College and then to the teaching profession at White Sulphur Springs High School, in West Virginia, where he taught mathematics and doubled as athletic coach.

While Anderson was still at college where he was an all-around track and field star (the mile, half-mile, pole vault, high jump, discus, shotput, and hammer throw), not to mention basketball and football, Riddle opened an aviation company at Ashland, Kentucky.

"I was scheduled to compete in a track and field meet, and I missed the train. My only hope to make it was Riddle. I called him, and he said, 'Sure thing, Carl.' He flew me there. That did it. The aviation bug bit me again. It never got out. What? Oh, yes, I did all right at the meet. Won a few honors. Our team came out on top."

### Flying Days

Anderson learned to fly at the old Embry-Riddle Flying School in Cincinnati, and to this day he pilots his own plane. Before settling down to business, he was part of that small daredevil group of barnstormers who thrilled Americans everywhere and are an indelible part of aviation history. It is hard to believe that this mild-mannered person is the same man who has more than 200 parachute jumps to his credit.

But hitting the silk is part of the not-so-dim past. It's cargo that's his province today. He foresaw its inevitable future way back in 1929 when he handled a 600-pound steer in a six-passenger *Flamingo*.

"Air freight was feasible and practical then," Anderson says. "It's ridiculous it was delayed so long. Cargo will produce far more revenue than passengers eventually, just as it does in other forms of transportation. We need cargo aircraft which we've never really had. We'll have them, too. Just think what will happen today if we got a plane to carry freight at even 10¢ a ton-mile.

"Cargo has achieved respectability at Pan American. There's no holding us back now."

Anderson still laughs at the little scene which presented itself not too many years ago when he was introduced at a company meeting as "the man in charge of the little package department."

"Some little packages, eh?" he says with a wink.

Little packages, indeed! In an immense freight facility (COB No. 142) I count 95 pallets of air shipments of every conceivable description. In addition there are tons of unpalletized freight, held in the On-Hand Department because the airline is awaiting receipt of documents.

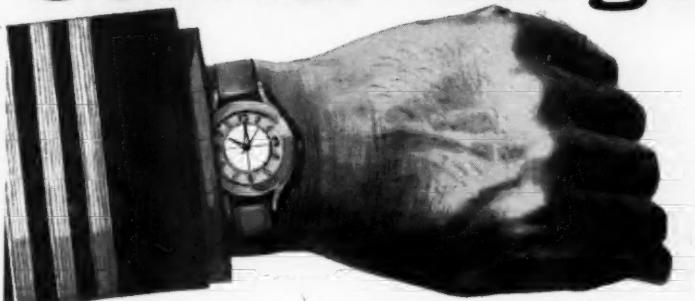
There is a shipment of 82 Evinrude outboard motors, weighing over 11,000 pounds, consigned to Caracas from Peterborough, Canada. Huddled together are eight one-arm bandits for the Tropicana Club in Havana and to conform with the law each container bears the following legend: *"This crate contains a so-called slot machine."* Flexible pipe, coiled in 50-foot lengths and bound with wire, are heaped high on six pallets. Shipped by the Universal Metal Hose Company, Chicago, they have been moving regularly to Kingston for weeks. Here are row upon row of Kelvinator refrigerators, Kingston-bound also. Nearby are half a dozen crated Esso electric signs each identical in dimension: 6' x 2 1/2' x 9'. Transported by air to every part of Central America, this latest shipment is destined to Trinidad. A lift truck shifts into place a mounted sailfish in a 10-foot long carton. ("They come longer than that," a handler says.) Next it brings two 24-foot wide rugs consigned to San Salvador.

#### More Freight

Adding to the *mélange* of air freight in this huge warehouse are inbound shipments which cover a vast area of floor space. Perfunctory examination of these reveals scores of pallet-loads of women's sisal bags and shoes from Port au Prince; innumerable boxes of stuffed baby alligators from Colombia; electric irons and electric razors by the thousands, from Puerto Rico (over 3,000 cartons containing six razors each were received in a matter of days); 20,000 pounds of women's sports clothes, of Puerto Rican manufacture also, valued at \$50,000.

A third bay has been set aside for furniture shipments only. Pan Am is exploiting wholeheartedly the recently developed technique of shipping household effects in crush-proof fibreboard unit-packs. This method of packing virtually condenses the furnishings of an entire household into several neat boxes, making it easy to handle and store.

# Courier Cargo



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From the shippers' point of view, such unitizing and resultant delivery by air frequently works out to dollars-and-cents savings, aside from the inherent fact that transportation is accomplished in hours or days, in contrast to weeks or months by surface means. Lurking behind the higher air transportation rate is a healthy number of economies, not readily apparent to the uninitiated shipper's eye, which, in numerous cases, tends to tip the scales in favor of air. For example, this new method of packing the effects of an average household, in result, weighs nearly half that of the same shipment were it packed for surface carriage. This is to specify only one of the savings, but it lops a whopping chunk off the freight bill.

The furniture movement on a regular scale bowed in on November 24, 1955. Exports out of Miami range from 3,000 to 10,000 pounds with the mean running in the neighborhood of 6,000 pounds. Studying the record of such shipments

since the day of their inception, I make some rapid calculations and come up with this statistic: up to the moment of my visit Pan Am has moved an average of five households every three days to every part of Latin America.

But this does not reveal the true tempo. From an understandably slow start the monthly rate of shipment has accelerated several times over. Here again one looks to the record for verification. My visit to COB happens to be on the 24th day of the month. Since the beginning of that month 32 households have been flown out, 15 are being readied for transport, and word has been received from the North that eight more are on the way. On top of this I read a message from a Pan Am district sales manager who reports that a major industrial company in the Midwest will be "starting a transfer of personnel to Havana."

"These transfers will involve a movement of approximately 25 to 30 families

with personal belongings," he writes. "Should Pan American provide efficient service, we can be assured that a like movement to Caracas at a later date will be routed via Pan American."

The structure referred to several times as COB, Pan Am's main cargo facility here, was once owned by Components Overhaul Base (from which the initials spring). The unabbreviated name is a misnomer. Some time ago there was a move to bring the facility's name a little nearer to its actual function, and a new one was selected: Supply Overhaul Base. But when someone discovered what reducing the name to initials would bring, the project was discreetly dropped. So COB it is.

## Airport Cargomen

Cargo manager at the airport is George E. Nolan. A Pan Am veteran of nearly 23 years' standing, he rose to his present rank from the humble position of mail clerk. He served as liaison officer with the Air Transport Command during the war, and later as section cargo superintendent in Balboa, in charge of Panama and Colombia. He was named station cargo manager about a dozen years ago. Nolan is a native Floridian.

At lunch in the Miami Wings Club, Nolan discusses the past, present, and future of the industry, opening the door to a repository of formidable air cargo know-how. He speaks of the past with almost whimsical reminiscence, of the present with an air of what-has-happened-doesn't-surprise-me, and of the future with unruffled assurance.

Assistant airport cargo managers are L. A. Bragassa, C. C. Kennedy, and E. W. Morat. Bragassa, who has been with the airline since 1929 and with Clipper Cargo for two decades, provides a Cook's Tour of COB for me.

Hyster and Clark fork lifts of various capacities are in evidence everywhere. Heavy and light palletized freight are weighed separately. The weight of each



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## Trade Fairs Abroad

### AUSTRIA

Graz—South-East Autumn Trade Fair; Sept. 29-Oct. 6.  
Innsbruck—Export & Samples Fair; Sept. 21-29.  
Vienna—International Autumn Trade Fair; Sept. 8-15.

### BELGIUM

Ghent—International Fall Trade Fair; Sept. 7-22.  
Liege—International Fall Trade Fair; Sept. 14-29.

### FRANCE

Dijon—Gastronomic Fair; Nov. 2-17.  
Marseilles—International Trade Fair; Sept. 14-30.  
Paris—International Automobile & Cycle Show; Oct. 3-13.  
Strasbourg—European Industrial Fair; Sept. 1-16.

### GERMANY

Berlin—International Building Exhibition & Building Machinery Fair; July 6-Sept. 29.  
German Industries Exhibition; Sept. 14-29.  
Bremen—Agricultural & Economic Fair; Aug. 30-Sept. 8.  
Cologne—International Autumn Fair of Household & Hardware Goods; Sept. 6-8.  
International Autumn Fair of Textile Goods; Sept. 15-17.  
Necessities & Luxuries Exhibition; Sept. 28-Oct. 6.  
Dusseldorf—International Druggists Fair; Oct. 7-14.  
International Instruments & Automation Show; Nov. 2-10.  
Frankfurt—International Fall Fair; Sept. 1-5.  
International Motor Exhibition; Sept. 19-29.  
International Book Fair; Oct. 5-10.  
Hanover—European Exhibition of Machine Tools; Sept. 15-24.  
Munich—Brewery & Beverage Machinery Exhibition; Sept. 29-Oct. 6.

Offenbach—International Leather Goods Fair; Aug. 31-Sept. 5.

### GREAT BRITAIN

Farnborough—Air Display & Exhibition; Sept. 2-8.  
London—International Handicrafts & Hobbies Exhibition; Sept. 19-28.  
International Motor Exhibition; Oct. 16-26.  
Smithfield Show & Agricultural Machinery Exhibition; Dec. 2-6.  
Lowestoft—International Fisheries Exhibition; Oct. 21-26.

### GREECE

Salonika—International Trade Fair; Sept. 1-12.

### ITALY

Bari—International Trade Fair of the Levant; Sept. 7-25.  
Gonzaga—International Samples Fair; Sept. 6-14.  
Turin—International Motor Show; Oct. 30-Nov. 10.

### NETHERLANDS

Amsterdam—International Radio Exposition; Sept. 19-29.  
International Plastics Fair; Nov. 13-20.  
Utrecht—International Trade Fair; Sept. 3-12.

### SWEDEN

Stockholm—St. Erik's International Fair; Aug. 31-Sept. 15.

### SWITZERLAND

Geneva—Annual Exhibition of Watches & Jewelry; Aug. 23-Sept. 8.  
Lausanne—Swiss National Fair; Sept. 7-22.  
St. Gallen—Swiss Agricultural & Dairy Fair; Oct. 10-20.

### TURKEY

Izmir—International Trade Fair; Aug. 20-Sept. 20.

### YUGOSLAVIA

Zagreb—International Trade Fair; Sept. 7-22.

notified the oil company of the find, and we also took the opportunity to inform them that shipping the same envelope by air express would cost only \$3. From that day on the oil company has used air cargo."

Later that day, watching the loading of Flight 323 to San Juan, I collect snatches of information from a number of cooperative sources hovering about the plane. Fresh loaves of Miami-baked Wholesome Bread, it seems, are flown in 1,000-pound lots to Caracas twice weekly. Consignments of fresh meat are being trucked from New York to Miami regularly and airfreighted to Havana. Local packers of choice meats are flying shipments of as much as 6,000 pounds to the Kingston market.

"At one time Bogota overwhelmed us with orders for gas heaters and kitchen stoves," someone says. "It ran heavy for nearly three years. Every person in Bogota must have two of each in his home."

"What about Caracas today?" another asks. "I've never seen so many kitchen cabinets go to one place."

In spite of an on-again-off-again performance in freight charters, the division's cargo totals point steadily upward. In the period 1953-56, cargo ton-miles on scheduled passenger, all-cargo and charter flights combined rose from 22,606,009 to 39,634,466. Of the latter total, 570,000 represented charter—half the charter ton-miles flown by the division during the preceding year. These figures underscore a point previously made by Carl Anderson: the current accent is on the development of *scheduled* services to take care of the freight volume.

Frank Smith, cargo research analyst, produces more statistics which, when broken down, bring into sharp relief the inexorably rising emphasis on the Latin American Division's scheduled cargo services. Last year charters accounted for only 2.4% of the total cargo ton-miles flown by the division. A study of all the charters during the year shows the airlift of horses to have been easily the most productive revenue earner, giving 52% of total.

There has been a slow but marked



Ben Atkins



George Nolan

trend toward all-cargo carriage. Excluding charters, the 22,997,262 all-cargo ton-miles flown last year represented 58% of the total registered by the division's nine airfreighters and 49 passenger aircraft (six of which have extra-wide doors and are convertible to all-cargo use). In 1954 and again in 1955 the slice of the total had been 54%, and in 1953 it was 53%.

Pan-Am is getting an average utilization of nine hours per day from the aircraft assigned to the Latin American Division. In the face of mounting revenues from the carriage of freight—it reached \$10,706,000 in 1956—the yield per ton-mile has headed downward. It was 27.42¢ last year in contrast to 31.92¢ in 1953.

More than 60% of the shipments weigh under 50 pounds. Eighty-two percent of all the cargo flown weighs less than 200 pounds.

### Top Commodities

The shipment of newspapers and periodicals leads all other commodities in southbound movement, both in volume and as a revenue producer. This mass flow of daily traffic finds its many sources in the publishing houses of the United States, Europe, and within Latin America. Second to the latter commodity are drugs, pharmaceuticals, and chemicals; and household goods form a strong third.

Northbound the top three commodities are, in the order named, horses, manufactured goods, and soluble coffee.

It should be mentioned that all shippers of perishables, including consignors of the most perishable commodity of all—newspapers—rely entirely on the airline's smoothly functioning cargo reservations system. Shippers of baby chicks and of automobile parts also have come to lean on this service.

The reservations office, a spacious area, is swarming with activity. Half of it is utilized for reservations control; the other half for cargo and passenger telephone sales. Six control boards on the walls reflect the guts of the service: capacity, availability, movement. Having its daily as well as seasonal peaks and valleys, the reservations office nonetheless is never closed.

Benjamin R. Atkins, personable

cargo sales supervisor for Southeast United States, informs me that reservations calls are running 18% above the 1956 rate, but that the actual number of reservations for cargo space is about double.

"Cargo reservations just started in 1951," he says. "But it was spotty for the next few years. It ran sort of willy-nilly. However, in March of 1955 it became a really serious proposition with us. Just look at the traffic on those control boards!"

A later discussion with Atkins and a Miami cargo sales representative, Lawrence Mendez, revolves around the growing position of Miami as a key distribution center. The area is receiving increasing use for warehousing purposes. One prize example is the pharmaceuticals industry which stocks here for air export. Other industries are sinking their roots in this area just for this purpose.

## Competitive Advantage

In replying to a query on this point, D. E. Wagoner, youthful manager of the Miami Parts Depot, Caterpillar Tractor Company, at Hialeah, tells me that accessibility to Miami International Airport was an important consideration in his company's decision to establish a distribution center here.

"It gives us a competitive advantage," he says. "This facility helps us to give better service to our customers."

A shipping point for Caterpillar's customers in Florida, South America, and the Caribbean area, the depot has some 48,000 square feet of interior and 96,000 square feet of exterior warehousing space. Modern materials-handling equipment—an 8,000-pound capacity Yale gas fork lift, a 3,000-pound capacity Yale electric fork lift, and Nutting hand trucks—are in use. The office is completely IBM-ized. The facility opened its doors last February.

The depot is at the present time stocking 28,000 different items. These occupy slightly more than one-third the available space.

"But we're adding items every day," Wagoner states.

Caterpillar makes daily air shipments out of Miami. The "great majority" of the depot's export shipments go by air, these ranging in weight from one to 3,000 pounds. Illustrating the *raison d'être* of the firm's reliance on air freight, Waggoner selects a case history at random:

"We received a phone call from Caracas at 9:50 a.m. The distributor there needed a certain unit at once. We had the documentation made, the unit packed and trucked to airport by 11 a.m. It was picked up by the very next flight. You can't beat that for service. That's how we hold on to the

customers. Caterpillar must serve."

Last year Caterpillar sales, including its wholly-owned foreign subsidiaries, amounted to \$685,939,782—a resounding jump of 29% above the 1955 total.

For a while, Atkins, Mendez, and I had been exchanging views on the theme recently instituted restrictions by Venezuela on the import of baby chicks. In an attempt to develop her own poultry industry, Venezuela was following a path previously laid down by Cuba and Panama. The nature of this discussion leads to a visit with Miss Annette S. Hyder, diminutive president of Latin American Air Cargo Expeditors, Inc.

"Last year we gave the airlines six million chicks," Miss Hyder declares. "Sixty percent of them came from Florida hatcheries. Now Venezuela is granting only 10% of last year's quota, with provision to make formal application to the Venezuelan Government if we want to ship a few more. This hits us hard. Baby chicks purchased in the United States are at \$15 per hundred. The air freight cost on this to Venezuela is \$3.25. In Venezuela the hundred chicks fetch from \$25 to \$27. We know that chicks raised by Venezuelan hatcherymen will cost them \$22 per hundred. His higher costs force his price up, but he will not be able to get more for them on the local market."

"Does this mean that the Venezuelan market eventually will come back to us?"

"I don't think so. My feeling is that Venezuela will, in time, develop her own chick-raising industry and service the entire South American market. I foresee the end of this traffic for the United States in about four years."

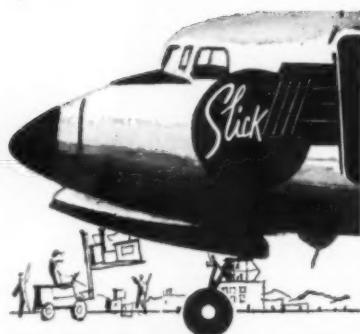
Now, Miss Hyder reveals, she is having another look at the possibilities of shipping hatching eggs by air—one of the earliest commodities to move in international air transportation. Recently she tested the comparative results of twin shipments of 25 cases of hatching eggs each, one shipment going by air, and the other by sea. They were consigned to the same destination.

Transportation cost by air was \$9.50 per case; by sea, \$1.50. However, of the airborne eggs, 93% were hatched (due to higher fertility insured by the considerably shorter delivery time); the hatching rate of the seaborne eggs was 72%.

"So, in the final analysis, air was cheaper," Miss Hyder says.

A charming manner, a convincing way of presenting a case, and a record of achievement, have earned for Miss Hyder such soubriquets as "the Chick Queen" and "Miss Air Cargo" and even "the female Horatio Alger." It all began in 1951.

Prior to that year she had worked as secretary to a Miami businessman. To round out her time she owned and operated a purchasing agency which, through the normal course of events, led her to do business with Latin American Air Cargo Expediters. When the owners of the freight forwarding firm decided to liquidate their business and informed Miss Hyder of their intent, her interest in the firm was aroused. Friends urged her to buy it; but although her curiosity was piqued, the young lady demurred. The forwarding business intrigued her; her good sense, however, dictated that her knowledge of it was a complete cipher. In a rash



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moment she offered to bet \$100 she could not operate it successfully, despite her friends' confidence in her talents as a businesswoman. They quickly snapped up the bet.

Miss Hyder, then in her early thirties, took over in May, 1951. That first year she doubled the \$5,000 a month volume. Today it is grossing some \$50,000 a month and is reported to be Miami's top-ranking air freight forwarding firm with respect to both volume and revenue. And all this with seven personnel, including herself.

She is frankly startled by her meteoric rise. It amazes her no end because, as she put it: "I love my work. I look upon it almost as a hobby."

At the time of Miss Hyder's introduction to this strange world of air freight, no more than 250 boxes of chicks were flown to Venezuela through the Miami gateway that year. This figure represented the total by all shippers combined. Within two years the determined young lady built up the volume in this commodity to two plane loads a week—each plane held 650 boxes of peepers to Caracas alone. She was instrumental in establishing space reservations for her live cargo, thereby winning acceptance by Latin American consignees.

### Non-Chick Traffic

While chicks form the most important commodity for Latin American Air Cargo Expeditors, she has not neglected other areas of profitable traffic. Aluminum manufacturers and perishables give the firm comparatively large chunks of revenue. One of the much-publicized high spots of Miss Hyder's career as a forwarder was the packing and airlift of 658,000 pounds of equipment to the 250-room Hotel International at Veradero. The shipment was hauled by 47 aircraft.

Has she concentrated to any extent on the conversion of shippers to air cargo? She has had some success at it, Miss Hyder admits, indicating that 60% of her conversions came as a result of emergency shipments made during dock strikes.

"Competition is rising," she warns. "There now are more sea services than ever before available. They have cut into the air potential. Yes, air volume has increased, but the dollar business has dropped. We have to work twice as hard to earn the same amount of money." She smiles suddenly. "But it's fun."

### SAN JUAN

**A** MIRROR of Puerto Rico's phenomenal economic rise is the high frequency of air traffic into and out of the country. Pan Am alone provides some 50 passenger and 20 all-

cargo schedules per week in each direction, not counting extra sections which, during peak seasons, often equal scheduled flights. Heaviest all-cargo frequencies are between Miami and San Juan, five flights per week going on to Caracas.

Air transportation, they say, made Puerto Rico what it is today. The island now boasts 500 plants with 150 new ones due to be added to that figure before the year is out. The favorable tax situation—industry receives a 10-year corporate tax exemption—is a powerful lure to Stateside businessmen.

### Distribution Center?

Puerto Rico is experiencing the beginnings of what is hoped eventually will turn out to be a distribution center for South American buyers. It is known that one United States manufacturer of television components is planning to set up a Puerto Rican plant for the manufacture of TV tubes and parts, solely for the purpose of intra-Puerto Rican and Venezuelan distribution. There are plans afoot to establish a Free Zone here, as for some years has existed at Colon, Panama.

A casual glance at the freight in the Pan Am cargo shed reflects the sort of activity here. Heaped in one corner are bundles of *Time*, *U. S. News and World Report*, *The Wall Street Journal*, *Tiempo*, and *Vision*. Stretched out in long rows are Italian motor parts originally picked up by Alitalia, live orchid plants from New Jersey, New York-manufactured lampshades, sporting equipment from Ohio, film from Ciudad Trujillo, ladies' bags from Havana, radio parts from Illinois, fiberglass from Tennessee, air tanks from Antigua, jerked beef from Costa Rica, fluorescent lights from Florida, pitchforks from Michigan, and an iron lung from Kingston.

Stacked on pallets, ready for airlift, are 4,800 cartons of Lady Sunbeam electric shavers. The cartons carry no markings whatsoever. There are specific instructions to keep them absolutely clean, for these are the containers which the retailers will keep on their shelves.

"The weight of this shipment is 20,000 pounds," Paul E. Kramer, station cargo manager, says. "It will be flown to Miami and picked up by trailer for over-the-road transport to Chicago. Another 2,000 pounds are going all-air to New York and on to Chicago."

Felipe M. Rodriguez, district cargo manager, who is with us at the time, interjects that the rate for combination air-truck transport to Chicago is approximately the same as for all-surface to that destination. There had recently been a sea freight rate increase on spe-

cific commodities, ranging from 15% to 92%, in either direction. This action by the steamship companies has had considerable influence on Sunbeam's decision to turn to air freight.\* (Most of the New York-bound air freight moves at 15¢ per pound, and to Miami at 5¢ per pound. Inbound from New York and Miami it is, respectively, 15¢ and 12¢ per pound.)

While this information is being imparted, a consignment of 613 cartons of Proctor steam-electric irons is received.

### Commodities in Volume

In a subsequent interview with Kramer, I pore over some records with him to determine the leading commodities into and out of San Juan. Inbound, both in volume and revenue, they are in the order named: newspapers, magazines (*Time* alone arrives at the rate of 790 kilos a week), and unfinished textiles. Outbound, they are: textiles and wearing apparel, plastic manufactures (such as compacts and camera cases), and electronic parts.

"Cut flowers run very heavy from New York and Miami," he says. "Caribe Wholesale Flowers here, for example, receives an average of 8,000 kilos a month. Also, we are testing new commodities for air shipment. A company in San Juan is preparing frozen meat pies. We're taking those for test distribution. We're also testing the feasibility of flying sliced fresh pineapple with juice packed in polyethylene bags. The tests involve measuring and maintaining temperatures at different altitudes. Up to now the tests have been successful.

"At the present time, Puerto Rico is a little more important as a receiving and originating point than as a transit point, but it is coming close to being equal. Our major sources of traffic are 49 outbound shippers and 32 local consignees."

Kramer is a soft-spoken man who chooses his words carefully. A native of Columbus, Ohio, he attended Ohio State and graduated from the University of Miami.

The airport facility he supervises is adjacent to U. S. Customs and Appraisers. Customs hours are from 8 a.m. to 4 p.m. After hours it is possible to clear cargo in the baggage room where a customs man is on duty every hour of the day, every day of the week. Pan Am pays a customs man overtime pay for Sunday duty.

In Pan Am's cargo shed a Ross 1,000-

\* The United States, Atlantic & Gulf Puerto Rico Conference last month made effective a further general increase in ocean freight rates, applying to vessels of all conference lines operating between ports on the Atlantic and Gulf Coasts of the United States and ports of Puerto Rico.

pound capacity and two Hyster 2,000-pound capacity gas trucks speed up the handling of freight. A crane can be rented, if necessary. Paul Kramer indicates there are plans afoot to build another cargo ramp with a telescoping extension.

There is special emphasis on the timing of loadings and unloadings. For example, the all-cargo Flight 323 from Miami arrives at 12:05 a.m. and must take off for New York at 2 a.m. All-cargo Flight 301 arrives from New York at 8:30 a.m. and moves on to Caracas 75 minutes later. Flight 302 from Caracas arrives 15 minutes after the departure of Flight 301, going out again as Flight 304 after 90 minutes on the ground.

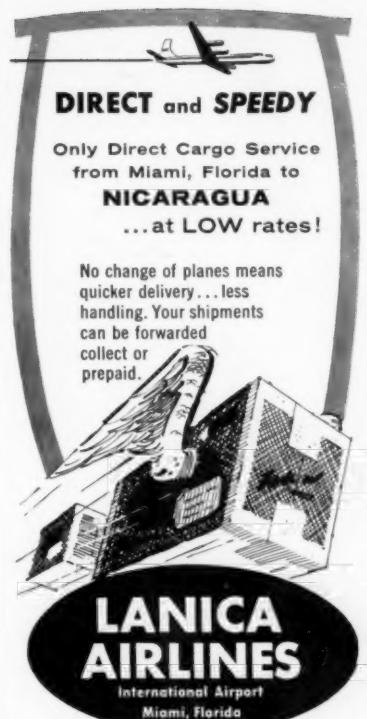
Kramer has positive views on the necessity for more education on the subject of packaging for air movement. Time and again he has received machinery unnecessarily crated. On the other hand, the textile people have a tendency to overload their corrugated containers.

### Two-Way Cargo

Pan Am's inbound-outbound ratio is near perfect: 5,040,995 pounds out of San Juan last year versus 5,491,531 pounds into the Puerto Rican capital. The forecast for 1957 is an increase of 16% in inbound cargo traffic and a 29% rise outbound. If this projection holds true, outbound shipments will take the lead for the first time.

Rodriguez states that 70% of last year's two-way business originated in the San Juan metropolitan area. He anticipates a decrease of 5% in its position with respect to the rest of Puerto Rico, even in the face of an expected increase in the San Juan volume—this because of Pan Am's new sales campaigns in the Puerto Rican interior.

This year Pan Am is concentrating on Arecibo. Next year it will be Ponce. Truck service will be operated by Rafael Rivera Brascochea, said to be the world's biggest independent passenger agent. Brascochea will operate as the airline's cargo sales agent, with headquarters in Arecibo. More than a dozen sub-agents are located along the northwest shore of Puerto Rico, each connected to Arecibo by radio communications, with a tie line to Pan Am and an extension to Rodriguez's office on Calle Recinto Sur, San Juan. All of Brascochea's trucks are equipped with two-way radio equipment and will be in a position to service off-line points. If a truck is unable to make delivery because the consignee has shut down for the day, it will be dropped off at the office of the nearest sub-agent who will complete the delivery.



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Porto Rican Express is the airline's general agent in Puerto Rico. At the time of my visit there, Porto Rican Express was engaged in the problem of moving an entire sugar mill by air to Haiti.

Rodriguez is an ebullient young man with a missionary's belief in the service he is selling shippers. Educated as a lawyer at Shenandoah College in Virginia, and at universities in Havana and Caracas, he dropped the bar for Clipper Cargo 10 years ago. He worked in Miami, Havana, and Caracas before taking over his present post in San Juan.

### Sunbeam Plant

Accompanied by Rodriguez, I visit the one-year-old plant of Sunbeam Electric (Puerto Rico) Ltd. The factory, which has a payroll of 120 employees, produces electric shavers exclusively. Jaime Vives heads up purchasing and traffic.

"What made Sunbeam turn to air cargo?" I bluntly ask Vives.

Vives just as bluntly jerks a thumb in the direction of Rodriguez and tersely replies: "Him." Then he adds:

"Now that combination air-truck is competitive, we are leaning more and more on air. In the beginning our air shipments formed only 1% of the total. Today it is 25%. There is a reason. It pays us to do so."

At the Proctor Manufacturing Corporation de Puerto Rico, in Rio Piedras, Philip Barreras provides the information that 12% of the plant's inbound shipments and 7% of "the toaster elements" go by air. At the present time, he says, the percentage of shipment by air is much higher. Demand dictates it. A new type of iron has caught on with the lady buyers and Proctor is hard put meeting the steadily rising demand.

"We are relying on air cargo to help us meet it," Barreras states. "I expect this to continue for several months, maybe longer."

I call on a manufacturer of men's and boys' coats and jackets. He is a little uncertain about being interviewed.

"For reasons of competition," he explains. "Please keep us anonymous." When I promise to do so, he says: "We had been shipping some by air, but not much. Then one day we were hit by a longshoremen's strike. We were hit hard. We talked it over here and decided to convert entirely to air. In return for giving 100% of our traffic to one airline, we expect 100% service. We can't have 99% service. Nothing less than 100%. Why? Well, look here: out of 52 weeks' production, our firm depends on a four-month season. We have to produce fast and get it out fast. We need cooperation from the

carrier. Yes, we're getting it. Our cases are pre-labeled here. Pan Am breaks bulk for us. Last year we shipped close to a million pounds. We're producing 107 different models now. This year the tonnage should be about double. Our shipments run anywhere from 3,500 to 10,000 pounds, and we get them out of here almost daily."

### PORT AU PRINCE

**O**N the wall of the cargo office a home-made sign reads: *If You Think Cooperation is not Necessary, Try to Run a Wagon with the Wheel Off.*

Local shippers have come to rely on this warning originally intended for the Pan Am cargo personnel here—so much so that they have bent it to their own needs. It is no longer unusual that shippers request help in preparing customs documents, and they get it free of charge. And if it's customs revenue stamps they want, they can get them here also.

The cargo facility is small, but to this observer's eye well-run. Six are on the staff, including Numa H. Corvington, acting cargo supervisor.

Corvington, an unusually good-looking young man, is the son of a Haitian mother and an English father who is a retired jurist once serving on the World Court at The Hague. An enthusiastic air cargo man by day, he is a musician by night. A former trumpeter, he now plays the accordion in an orchestra at a well-known hotel. As a matter of fact, while still in college he played in the same orchestra with Max D. St. Jean, a scholarly-looking young pianist, who now earns his living as cargo clerk and right-hand man to Corvington. Corvington has legal training, but deserted that profession to join Pan Am in July, 1950. He was elevated to his present position in April, 1955.

### Sisal and Raffia

Top commodities outbound from Port au Prince are sisal and raffia shoes and bags, shipped by air regularly six to seven months out of the year. Most important shippers of these commodities are the City Shoe Corporation and United Manufacturers, S.A. Behind these in importance to export volume are the mahogany products shipped by half a dozen manufacturers. Atherton Lee, manager of Chatelet des Fleurs, is reputedly good for daily loads of a large variety of fresh-cut flowers.

Nearly all of the consignments waiting to be loaded into aircraft consist of bales of raffia and sisal, destined to Caracas (a newly developed type of traffic to that point), and sisal bags and shoes for Miami. The cartons con-

taining the latter bear a Miami distributor's labels and have been pre-addressed to retailers in every part of the United States.

There are two customs employees in the Pan Am cargo shed. Customs hours are short—from 8:30 a.m. to 1 p.m. The cargo department itself normally is open from 8 a.m. to 4 p.m.

Cargo traffic is rising. In 1956 there was a total of 3,475 shipments, averaging 90.23 kilos each, airhauled out of Port au Prince by Pan Am. This was in contrast to the 3,169 shipments flown out in 1955, averaging 84.91 kilos each. Although outbound shipments are about one-quarter of the inbound total, the volume per export shipment is more than twice that of import.

### CARACAS

**S**ITTING beside Martin Dessau's desk in cargo headquarters in the city, I listen to him accept a series of four telephone calls, all of them ringing in within five minutes. He responds to the first call in Spanish, the second in English, the third in German, and the fourth in English again. Dessau considers this no particular achievement. He speaks seven languages, including his own native Polish.

### Action Story

The saga of Dessau is intriguing. Warsaw-born, he was by profession an importer of Turkish and Persian rugs. World War II destroyed his business. He joined the Polish Army as a second lieutenant, was twice captured by the Nazis, and twice escaped them. He had worked clandestinely receiving BBC messages and mimeographing orders from the Free Polish Government in exile. The second time after his capture he bribed his way to freedom with diamonds. When the Americans moved in, he joined the United States Army in Austria and became an interpreter-interrogator in the Counter-Intelligence Corps, 242nd Regiment, 42nd (Rainbow) Division. This was the corps which discovered the headquarters of top Hungarian Nazis as well as the embalmed right hand of St. Stephen. After the war he turned up in Rome working at his old profession, this time as an importer of truck tires and as an expeditor of produce. Dessau emigrated to the United States in 1949, and after a stint at manual labor, he connected with TWA's passenger sales department in New York. There followed passenger and cargo sales solicitation for Pan Am in Puerto Rico, moving up to his current position as district cargo sales manager in Venezuela in September, 1956.

Pan Am has an all-cargo staff of 29 in the country: 15 at Maiquetia Air-



Pedro Silveira Castillejo (left), Chief of the Office of Air Express for Venezuela Customs at Caracas, and Martin M. Dessau, Pan Am's district cargo manager in Venezuela.

port, 11 in Caracas, and three in Maracaibo. All passenger sales personnel throw in a pitch for cargo as well.

The Venezuela oil boom is too well known for repetition in this space. Caracas is a prime example of the ultra-modern, Cadillac cars, and high prices. With an economy based on fabulous oil production, there is at present a meager variety of local industry, which explains the terrific imbalance in import-export. Upata Mines, C. A., promoter of the country's first manganese mining project, claims an average daily production rate of over 800 metric tons, with the expectation of 1,300 tons being reached within two months. Difficulties encountered in marketing local cotton has resulted in a reduction of cotton acreage. The expected increase in the Virginia-type flue-cured tobacco crop has not materialized, although the portion of quality tobacco production increased some 10%.

### Wide Diversity

I ask Dessau a routine question: what are the leading commodities being imported into Caracas?

"It is almost impossible to say," Dessau replies. "Caracas is being built up so rapidly, practically everything is needed and brought in the fastest way—which means air. Conditions change rapidly. For example, the Government recently passed a law which calls for luminous tape on all car bumpers and the installation of directional signals. Immediately the traffic in this became very heavy."

He produces a clipped set of airway bills and shoves it under my nose.

"Here," he continues. "See for yourself. These are yesterday's. Do you see any trend? It's everything. Look—auto replacement parts and accessories, surgical goods, machinery, glass bottles, phone rests, loudspeakers, cotton and wool textiles, lace and embroidery, malleable iron chain parts, wearing apparel, ball point pen refills, perfume raw materials, mirrors, button parts,

dies, leather manufactures, tractor parts, duplicating ink, artificial flowers, hernia belts, surveying instruments, optical lens wipers, machine accessories, outboard motors, glass stemware, spray nozzles, phonograph accessories. Everything. Did I tell you that we get a shipment of horses from Argentina every week?"

There is no pickup-and-delivery service here. Consignees pick up their shipments at Caño Amarillo. Non-agent consignees are notified by phone of the arrival of their goods. (Postal service is notoriously poor.)

Paced by Venezuela's growth, inbound air cargo is maintaining its steep uphill climb. From a total of 2.4 million kilos airlifted by Pan Am in 1955, it reached 3,315,263 kilos in 1956; and at the time of my visit, the current volume is reported to be about double last year's.

### Maiquetia Airport

At busy Maiquetia Airport, Gaston D. Visschers, a native of Antwerp, now assistant airport cargo traffic manager, offers the information that approximately 50% of Pan Am's cargo comes in from Miami, 25% from New York, "and the rest from all the other stations." Of the dozen weekly all-cargo flights from the States, six are from Miami, five from New York, and one from New Orleans, "plus extra sections, of course."

Two 6,000-pound capacity gas fork lift trucks—a Hyster and a Ross—ease the burden of cargo handling at Pan Am's airport facility.

At Maiquetia Customs, above the steady din of thousands of baby chicks, Visschers explains that imports are checked here, then sent in bond "up the hill" (to Caracas) where it must pass through Customs. The consignee is notified that his freight is in the possession of Caracas Customs. If the shipment is perishable, it may be picked up at Maiquetia. Documents are delivered to the shippers.

Returning to Caracas, I meet Felix A. Schalk, traffic-sales representative, whose duties straddle cargo and passengers. With the airline 15 years, Schalk believes the age of air cargo is close at hand. He has learned principally to lean on comparison studies to convince shippers that air cargo is no "emergency only" means; but as Dessau previously indicated to me, it is a hard grind selling traditional sea-oriented minds, even when Consular fees for sea transport run up to 3½% of the declared value, with none for air shipment.

But the persistent chipping away at ground-bound shippers' resistance is beginning to show results. One re-

cently converted shipper currently is testing the feasibility of airlifting shrimp to Puerto Rico.

I am informed by Fabio Bedoya, manager of Fletes Acme Venezolana, S. A., that customs brokers in Venezuela normally charge 1% of the declared value of merchandise brought in by air or sea. Acme, which has offices at Caracas, Maiquetia, and La Guaira, derives approximately half of its revenues from air.

Among the most active air cargo agents in the country are Pan-Maritime Cargo Service, Inc.; Fletes Acme Venezolana, S. A.; Agentes Aduanales, C. A., agents for Air Express International Corp.; N. D. Dao, C. A.; Taurel & Cia., SCRS; Alfredo Ravard; Corporacion Rincon; Enrique Lizarraga & Cia.; Financiera Mercader, S. A.; and Servicios Aduaneros SASA.

Through arrangements made by Dessau, I have the privilege of interviewing Pedro Silveira Castillejo, Chief of the Office of Air Express for Venezuela Customs in Caracas. A swarthy man with heavy-rimmed glasses, Silveira works at the farther end of a spacious, modern office, a three-quarter length portrait of General Marcos Pérez Jiménez, President of Venezuela, peering over his shoulder. With apparent pride, Silveira tells me that in the 30 years he has been with Venezuela Customs he climbed the ladder, rung by rung, from manual worker to his present post. His last previous office was that of assistant chief at Maracaibo Customs.

### Caracas Air Volume

The Customs chief turns over to me a set of statistics which show the rise of cargo traffic as produced by the 11 air carriers serving Caracas. Pan Am is second to Ransa. The following record is shown:

	1954	1955	1956
Packages	370,353	516,666	640,082
Kilos	6,594,535	9,169,203	12,140,209
Kilos per			
Package	17.81	17.75	18.97

Caracas Customs comes out of its "slack season" in July, building up to a peak in the October-December period.

Silveira is my guide on a tour of the fabulous Customs facility here. Only three years old, it is of modern design (like all the new structures in this city), huge, and buzzing with activity. There are 200 personnel employed. General warehouse space is extensive, with Yale fork lifts, hand trucks, and platform trucks strewn about the place. The valuables and diplomatic materials rooms are larger than ordinarily seen at such facilities. There is a special cage for unclaimed goods ready for auction sale.

As if this is not enough to provide

adequate service, there is an adjoining building, inaugurated last December, which is equally impressive. (Both structures have loading facilities at truck-bed height and concrete ramps which permit trucks to drive into the building for interior loading.) I am shown two gigantic refrigeration rooms: one for the storage of perishables at from 3° to 5° Centigrade; the other, from 9° to 12° Centigrade. There are two stories of general storage space available. Provision has been made for the addition of three more stories. Topping it all off are a garage and two freight elevators, each lift of five-ton capacity.

## TRANSATLANTIC RATE STRUCTURE

(Continued from Page 16)

are drafting some kind of a new mixed-consignment proposal."

"The minimum-rate situation is what worries us. I want to see that cleared up."

"On the surface of what I hear about the proposals, I like them."

"I don't know what our stand will be."

"There is some merit to the forwarders' proposals. However, I don't think we are prepared to turn our business

"I am cooperating with the President, the Ministry of Finance, and the Director of Customs in working out a plan to clear all airborne goods at Maiquetia," Silveira declares. "This will mean the construction of similar facilities at the airport."

"What will happen to the present facilities in Caracas?" I inquire.

"They will be occupied by another Government department," he replies.

• • •

**EDITOR'S NOTE:** The third and concluding instalment of *Clipper Cargo Diary* will appear in the October issue. In it Richard Malkin reports from Tocumen, Colon, San Jose, Managua, Mexico City, Los Angeles, and San Francisco.

them. We are perfectly willing to cooperate with any aggressive, progressive forwarder. But they are silly if they think the carriers will give up their position to people who have not proved any sort of ability to get new freight."

The forwarders are reflecting a measure of hope that the IATA traffic conferees will take their proposals seriously. They feel that there is some sympathy at the CAB for their position. (The recent initial decision by Examiner Paul N. Pfeiffer in the International Air Freight Forwarder Case has been described as unusually liberal in favoring the forwarders.)

**Suggested background reading:** *Thunder Across the North Atlantic* (January issue); *International Air Freight Forwarders Are Given Nod by CAB Examiner* (June issue); *Mixed Consignment Rule: Aftermath* (June issue); *International Air Freight Forwarder Investigation* (August issue).

Here are some of the forwarders' current statements:

"We think that what we are proposing is good for the entire industry. The Air Freight Forwarders Association has taken an industry point of view of this."

"To do a good job we need relief. We need the ear of the carriers."

"The Atlantic is the richest trade market in the world, yet the airlines are carrying not quite one-tenth of 1% of the ocean cargo out of New York. The potential hardly has been scratched. The forwarders are offering to throw all their resources into this market if there is sufficient incentive for them to do so. The forwarders require sufficient incentive in the rate structure to induce an even greater investment in this market."

"The Air Freight Forwarders Association is solidly in favor of being regulated. But we need a uniform basis of regulation for both domestic and foreign air freight forwarders."

"We have suggested to the airlines increased rates in certain cases if it is a fact there is an economic problem. Let the forwarders be their instrument to get volume cargo."

Both ends of the industry are looking forward to the target date, September 24, for a glimmer of what the future will bring in the matter of transatlantic air cargo rates.

Will the forwarders' "new concept" win a trial?

It's anybody's guess.

• • •

## LUFTHANSA SALESMEN TALK CARGO



Sales representatives of Lufthansa pose in front of cargo display in the window of the German airline's office on Fifth Avenue, New York. Covering many areas of the United States and Canada, they were on the receiving end of a pep-up cargo-selling refresher course conducted by Joerg W. Paetow cargo manager for North America. Standing, left to right: Ted H. Ostermann, sales manager for North America; Maitland Stanley; Robert Gibson; Harry Bush; Kenneth Robb; Martin Landgrebe; Otto Neumann; Peter Hees; Pierre Kraintz; Paul Huckfeld; Benjamin Donfrio; Gerhard Schramm; John A. Brower; Hans Krause; Paetow; Don Coppolillo; Hank Kammler. Kneeling, left to right: Jerry Kemper, Douglas Maiden, Horst Raack.

## CLINICAL TREATMENT

(Continued from Page 17)

effect of (a) showing how the airlines can increase sales through the means of improved sales policies; (b) instilling a better appreciation of the industrial manufacturer's special problems; and (c) improving technique in assisting shippers to reduce their distribution costs through the use of air freight.

Airline representatives attending the symposium included Oscar Arango, sales manager, SAM, Medellin, Columbia; George Nolan, airport cargo manager, and Charles E. Shoemaker, Jr., sales training superintendent, Pan American World Airways, Miami; Paul J. McKenzie, business analyst, Riddle Airlines, Miami; Martin S. McHugh, vice president, Southern Air Transport, Miami; Ramon H. Prado, traffic supervisor, and Albert Rodez, United States representative, Lanica Airlines, Miami; Edward J. Preston, superintendent of cargo sales, Eastern Division, Delta Air Lines; Rafael R. Suarez, freight traffic-sales manager, TAN Airlines, Miami; Charles A. Vassour, sales manager, ASA International Airlines, St. Petersburg; and Joseph A. Young, assistant to the president, AAXICO Airlines, Miami.

Divided into eight different topics, the air cargo symposium included:

1. Introduction.
2. Standard terminology.
3. Brief history of the air transport industry, including the organization and functions of the CAB and CAA.
4. Types of air carriers, including the development of the certificated cargo carrier.
5. Development of air cargo (air express and air freight).
6. Air freight problems, including sales and training, equipment, handling, and packaging.
7. Functions of industrial management relative to the air cargo industry, including: functions of management, organization, aids to management decisions, plant location, plant layout, materials handling, motion study, time study, product design, standardization, simplifications, diversification, purchasing, inventory control, production control, office management, marketing, and budget and cost control.
8. Analysis of *The Role of Air Freight in Physical Distribution*. \* (See December, 1956 AT.) • • •

\* Produced by the Harvard School of Business Administration, this excellent study was underwritten principally by Emery Air Freight Corporation, and to a lesser degree by American Airlines, United Air Lines, and Trans World Airlines.

## Domestic



American: DC-7C  
Mercury nonstop service between St. Louis and New York was opened last month. . . . As a result of CAB permission to operate nonstop between Cincinnati and St. Louis, AA introduced a new

New York-Los Angeles coach service with stops at the two former cities.

**Flying Tiger:** When Tiger opens its new service between New England and major Midwestern and West Coast terminals about October 1, it will provide shippers with the first through-plane all-cargo service between those points. The C-46s operated between Boston and Hartford and Detroit are to be replaced by 43,000-pound payload *Super H Constellations*. The bigger aircraft not only haul more than three times as much freight as the C-46s but fly better than 100 miles per hour faster. Bob Prescott, Tiger president, pointed out that the *Super Hs* will give shippers "next-day service to our major Midwestern and Western terminals," with the additional advantage of the elimination of the freight interchange at Detroit. Tiger is the only domestic carrier operating the *Super H*.

**Northeast:** Nonstop coach service from New York to Tampa was inaugurated last month. Departure is at 11:30 a.m. EDT, and arrival at 2:15 p.m. EST.

### Caribbean-Latin America

**Canadian Pacific:** Santiago, Chile will be added to CPA's service on September 23. The carrier has received rights from Santiago to all points north, but not between Santiago and CPA's present South American terminus at Buenos Aires.

### Transatlantic

**Air France:** *Super Starliner* nonstop service on the New York-Paris route was inaugurated last month. The airline has received the first of its 10 ordered aircraft from Lockheed.

**Iberia:** The Spanish airline has added a fourth weekly flight to Madrid. Departures from New York International Airport are on Tuesday, Wednesday, Friday, and Saturday. Westbound departures days are Monday, Thursday, Friday, and Saturday. The fourth flight (from New York, Saturday; from Madrid, Friday) terminates October 5. . . . Beginning September 4, Iberia provides a weekly stop in each direction at Lisbon. The new service will be nonstop from New York (every Wednesday from the latter city; every Thursday from Lisbon).

**KLM:** Inaugural date of the long awaited Houston-Montreal-Amsterdam service is September 6. DC-7C equipment will be operated on the route. Operations this month will be on a once-weekly basis. Departure from Houston has been set for noon every Friday, arriving in Montreal at 8 p.m. local time, and in Amsterdam at 1:05 p.m. local time the following day. The service increases to two-a-week—Wednesday and Saturday—beginning October. Aircraft will leave Houston at 1 p.m., reach Montreal at 7:40 p.m. local time, and Amsterdam next day at 2 p.m. local time. . . . Direct New York-Curacao service is slated to start October 11 with *Constellation* equipment. KLM executives are planning to operate four flights a week this year,

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Authorized IATA Air Cargo Agents  
406 S. Main St., Los Angeles 13, California  
Phone: MADison 6-4361

**AMERICAN SHIPPERS INC.**  
315 W. 36th St. & IDLEWILD AIRPORT  
LO 5-2777      OL 6-5835

**PETER A. BERNACKI, INC.**  
Authorized Air Cargo Agent  
CAB-Registered Air Freight Forwarders  
26 Broadway      Cargo Building No. 80  
New York 4, N.Y.      N.Y. International Airport  
Phone: BO 9-6800      Jamaica 30, N.Y.      OL 6-5435

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DI 4-2390      OL 6-5160

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Jamaica 30, L. I., New York

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Authorized IATA Air Cargo Agent  
239-243 W. 68th St., New York 23, N.Y.  
Phone: TRafalgar 4-0156

**J. D. Smith Inter-Ocean, Inc.**  
CAB-Registered Air Freight Forwarders  
Authorized IATA Air Cargo Agent  
53 Broadway      Cargo Service Bldg.  
New York 6, N.Y.      Idlewild Airport  
BO 9-2330      OL 6-5870

with New York departure time "somewhere between 10:30 and 11 p.m."

**Pan American:** Nonstop New York-Rome service opens October 27. DC-7Cs will fly the 4,282-mile route in what is described as a "conservatively scheduled" 13:15 hours, 2½ hours faster than present elapsed time. Departures from New York at 7:30 p.m., local time, every Sunday,

Tuesday, and Friday; arrival in Rome at 2:45 p.m., local time, next day. . . On the same day, Pan Am starts daily nonstop DC-7C service between New York and Frankfurt. Departures from New York will be at 5:30 p.m., local time, and arrivals at 11:25 a.m., local time.

**Sabena:** Next month the Belgian carrier inaugurates regular transatlantic service to Istanbul, Damascus, and Belgrade via Brussels. . . Sabena is adding twice weekly westbound flights to New York via Montreal to its present services.

**Seabord & Western:** The transatlantic all-cargo carrier has opened seven-day-a-week service in each direction. This step-up offers shippers a total of 117 tons a week each way. Lockheed *Super Constellations* are flown Monday through Saturday; a DC-4 on Sunday. Weekly services are as follows: seven flights—Shannon; six flights—London, Frankfurt, Dusseldorf, Cologne, Brussels, Amsterdam; five flights—Stuttgart, Nuremberg, Munich; three flights, Paris, Geneva, Zurich, Hamburg.

**TWA:** October 2 is the inaugural day of TWA's nonstop service between New York and Rome. *Jetstream* equipment will be operated on this route. Flights will depart from New York at 1 p.m. Wednesday, arriving in the Italian capital at 8:10 a.m. the following day.

### Latin America-Europe

**LAV:** A new flying-time mark on the Venezuelan airline's Madrid-Rome leg of its Caracas-Bermuda-Lisbon-Madrid Rome route was set by a *Super G Constellation* when it crossed the distance in 2½ hours, 45 minutes under normal flying time. In another instance, a *Super G* flew from Lisbon to Bermuda nonstop in 11:10 hours, beating normal time for this leg by 1:50 hours.

### Transpacific

**Japan:** Acquisition of four DC-7Cs will make possible the expansion of Japan Air Lines' services from five to seven a week next Spring. These transports will be added to the fleet of DC-6Bs now operating on the San Francisco-Honolulu-Tokyo-Hong Kong-Bangkok route.

**Northwest:** Radar-equipped DC-7Cs are now operated on all daily flights from Seattle to Tokyo, Okinawa, and Manila. Newest schedule lops 1:45 hours off the Seattle-Tokyo flights previously flown by NWA's *Connies*. In July, the airline completed 10 years of serving the Orient.

### United States Airlines

**Alaska:** George Kinnear and Admiral Joseph J. Clark, USN (Ret.) have been elected to the board of directors. Re-elected were W. Robinson, Frank C. LaGrange, Jay G. Larson, Keith M. Lesh, and Raymond W. Marshall.

**Allegheny:** Edwin I. Colodny, former trial attorney in the CAB's Bureau of Air Operations, appointed assistant to President Leslie O. Barnes.

**American:** Ross Angier, formerly manager of distribution consultation, has been named director of distribution consultation

service; and David A. Highman, manager of commercial and military air freight sales, has been elevated to director of air freight sales. Angier, with AA sales for nearly two decades, has been in cargo



Highman  
American Airlines freight executive



Angier  
American Airlines freight executive

since 1951. Highman, who joined American Overseas Airlines in 1945 as a traffic officer at Gander, eventually came to AA cargo sales, moving up to his previous post in March of last year. . . Henry O'Neill moved up to director of advertising . . . Meck Howlett upped to director of sales promotion.

**Braniff:** Jose Marcelo Rubinstein, who has been with the airline since 1951, appointed district sales manager in Bogota. He is a native of Chile.

**Flying Tiger:** Felix Preeg (ex-TWA) named Atlantic operations manager, with headquarters at Idlewild Airport.

**Northeast:** Edward Gallagher promoted to assistant director of traffic for the system . . . Stanley N. Gulick (ex-National and Northwest) named assistant New York area manager.

**Northwest:** Morley F. Emerson, formerly European sales director, appointed Chicago district sales manager. Emerson is succeeded in the post he has just vacated by B. J. Talbot . . . Larry Olenick named Eastern Region public relations manager.

**Pan American:** Rear Admiral H. B. Miller, USN (Ret.), former Chief of Public Information for the Navy Department, appointed director of public relations. After his retirement from the Navy, he served as executive director of the Congressional Aviation Policy Board, director of information of the American Petroleum Institute, president of the Free Europe Committee, and president of the Crusade for Freedom . . . Arthur S. Best named ground operations manager for the Latin American Division. Thomas L. Lamar takes over Best's vacated post of superintendent of stations.

**Riddle:** Jack Allen promoted by Vice President Harry Weaver to manager of the New York International Airport station, transferring from Detroit . . . William F. Ermer, former assistant station manager at Miami, moved up to Detroit station manager . . . Herbert L. Garrison named Philadelphia district sales manager, heading Riddle's staff covering southern New Jersey, Delaware, and Pennsylvania.

**Slick:** John E. Parker, Washington financial consultant, appointed chairman of the board's finance committee.

**TWA:** Howard Macbeth, who joined the airline 11 years ago as a cargo agent at

LaGuardia Airport, named district sales manager in Ceylon. He succeeds A. B. Krueger, who now serves as TWA's sales promotion manager for Europe . . . Robert N. Buck appointed special adviser to President Carter L. Burgess on the carrier's jet integration program. He has been flying for TWA since 1937.

**Transocean:** Leland W. Miller, ex-USAF budget and fiscal officer, appointed vice president-financier.

**United:** Robert E. Shippe named to the newly created position of assistant to the general manager of sales, with headquarters in Chicago. He will aid Homer J. Merchant, general manager of sales . . . Philip J. Brunskill named assistant to the manager of space advertising.

**Western:** W. H. Gonyea, Oregon industrialist, elected to the board of directors.

### Foreign Airlines

**BOAC:** Lieutenant Colonel T. Henry Borland, M.B.E., appointed sales officer in New York, serving as assistant to the district sales manager . . . H. J. Bingham, with BOAC and its predecessor company for more than 20 years, named San Francisco manager.

**El Al:** Jacob Kamner, former cargo manager in Israel, transferred to New York



Kamner  
El Al  
Endo succeeds Fumio Abe as assistant manager of JAL's assistant manager of the San Francisco office. Abe has been reassigned to Tokyo . . . Other appointments in the San Francisco area: Robert McCabe, sales manager; David Landuyt (formerly a partner in Airgo International), agency and interline sales representative; and Thomas Norman (ex-American and TWA), commercial sales representative.

**Japan:** Chikao Endo succeeds Fumio Abe as assistant manager of JAL's assistant manager of the San Francisco office. Abe has been reassigned to Tokyo . . . Other appointments in the San Francisco area: Robert McCabe, sales manager; David Landuyt (formerly a partner in Airgo International), agency and interline sales representative; and Thomas Norman (ex-American and TWA), commercial sales representative.

**Qantas:** Neil C. R. Geikie named sales manager-North America, with headquarters in San Francisco. He has served as Qantas' sales superintendent in Japan, Hong Kong, London, and Australia . . . John Fysh, son of the airline's co-founder and present chairman, Sir Hudson Fysh, appointed San Francisco manager. His experience includes representation for Qantas in Australia, Japan, and Fiji; for



Fysh  
Geikie  
With Qantas at San Francisco



Anderson  
Ransa

Morrison  
Sabena

perience includes representation for Qantas in Australia, Japan, and Fiji; for BOAC in London; and for TWA in the United States.

**Ransa:** William R. Anderson, formerly associated with Slick Airways, appointed New York manager for Ransa.

**Sabena:** Milton V. Morrison, with the Belgian airline's cargo staff since 1955, promoted to cargo sales manager for New York. Prior to his association with Sabena he was general manager of Amcar, Inc.

#### Traffic and Export

**Jack Division, Duff-Norton Company (Pittsburgh, Pennsylvania):** Joseph C. Gruber promoted to the post of traffic manager. Gruber formerly served as manager of the shipping department.

**Columbia - Geneva Steel, United States Steel Corporation (San Francisco, California):** V. J. Harrington appointed traffic manager-transportation . . . J. W. Hargens named manager-rates and routes . . . G. E. Hassenfratz now serving as supervisor-rates and routes . . . E. A. Muling appointed assistant supervisor-rates and routes.

**Page-Hersey Tubes Limited (Toronto, Ontario, Canada):** G. F. Walsh succeeds C. W. Middleton as traffic manager. Middleton recently retired after 49 years of service with Page-Hersey.

**Budd Company (Philadelphia, Pennsylvania):** Succeeding Charles J. Davitt, who has retired as director of traffic, is E. D. Heilbrun, traffic manager of the Budd Red Lion plant.

**Ford Motor Company (Oklahoma City, Oklahoma):** James C. Wortham appointed traffic manager of the Parts Depot. He succeeds D. C. Hamilton who retired after 33 years with Ford.

**Buick Motor Division, General Motors Corporation (Flint, Michigan):** Wallace G. Pound succeeds the late Samuel L. Dobbs as assistant traffic director. Pound has been a Buick employee for 37 years.

**National Can Company (Baltimore, Maryland):** Bill Robinson appointed traffic manager, taking the place of Ben Blubaugh who has been made personnel manager of the same plant.

**American Encaustic Carling Company, Inc. (Lansdale, Pennsylvania):** David H. Wetzel named to the post of assistant traffic manager.

**William Volker and Company (Burlingame, California):** W. Paul Tarter promoted to general traffic manager, succeeding Rex M. Nielson who retired after four decades of service.

**S. & W. Fine Foods, Inc. (San Francisco, California):** Douglas Day succeeds James L. Roney, retired, as director of transportation for the company

. . . Ernest J. Leach named traffic manager for the Northern California Division.

**Youngstown Sheet and Tube Company (Youngstown, Ohio):** John J. McDermott now serving as assistant to the general traffic manager.

**Youngstown Sheet and Tube Company (Chicago, Illinois):** Donald C. Mead named district traffic manager, succeeding John M. Mulholland, retired . . . Lawrence A. Sowash appointed assistant district manager.

**Northern Chemical Industries, Inc. (Searsport, Maine):** H. W. McGorill and O. L. Orchard appointed to the respective posts of supervisor of transportation and supervisor of distribution at Searsport.

**Warner-Lambert Pharmaceutical Co.:** James J. Walsh, formerly traffic manager of the Mennen Co., appointed to the new post of manager of distribution analysis, responsible for the analysis of policies and operations of warehousing and transportation in the firm's nine divisions.

**Westinghouse Electric Corp. (Cleveland, Ohio):** Arthur E. Gogl named manager of traffic and shipping for the Lighting Division.

**Solvay Process Division, Allied Chemical & Dye Corp. (Baton Rouge, La.):** Peter R. Aube appointed plant traffic agent.

**American Metal Co., Ltd. (New York, N. Y.):** A. J. Shields named assistant traffic manager.

**Brown & Bigelow (St. Paul, Minn.):** Charles H. Wagner, formerly with the Laclede Christy Co. and the Monsanto Chemical Co., appointed general traffic manager.

**Mennen Co. (Morristown, N. J.):** Richard A. Stuart appointed traffic manager.

**Fibreboard Paper Products Corp. (San Francisco, Calif.):** Russell A. Morin succeeds Harold A. Lincoln as director of traffic. Lincoln continues as director of traffic research.

#### Handling Equipment

**Baker-Raulang Co.:** Harry P. Wise man appointed publicity manager.

**Bassick Co.:** James J. Feenan named sales representative in Eastern New England, with headquarters in Boston.

#### Aircraft Manufacturers

**Fairey Aviation:** G. W. Hall F.R.Ae.S., a half brother of the late Sir Richard Fairey, appointed chairman. He remains managing director.

**Vertol Aircraft:** Dr. Felix A. Kalinski named for a new position as assistant to the president.

#### Organizations

**Institute of Shipping and Forwarding Agents:** H. P. Leat, managing director of E. Thornton & Sons, Ltd., Bristol, England, elected chairman of the council . . . Commander S. T. T. Parsons, a director of Pickford & Hay's Wharf Shipping vice chairman.

**Flight Safety Foundation Inc.:** Admiral John H. Cassady USN (Ret.) succeeds Rear Admiral Luis de Florez, USNR, as president.

**Air Transport Association:** John H. F. Hoving elected vice president-public relations. The vacancy was caused by the resignation of Willis Player.

## CLUB NEWS

**Eastern Industrial Traffic League:** The eighth annual meeting of the organization is scheduled to be held October 16 at the Prince George Hotel, New York. Walter W. Weller, traffic manager, Weyerhaeuser Sales Company, Port Newark, who heads the league as president, will preside at the sessions. Charles B. Roeder, general distribution manager, American Home Foods, New York, is chairman of the arrangements committee. Ray Henderson, Vick Chemical Company, Philadelphia, will serve as recording secretary at the meetings.

**Transportation Club of Santa Clara, Calif.:** Members participated in Freight Forwarders Night last month. The evening of September 12 has been set aside for Ports and Terminals Night.

**Los Angeles Transportation Club:** A luncheon on August 6 was designated as Western Air Lines Day. Jack Slichter, WAL's director of passenger service, spoke.

**Transportation Club of Salt Lake City:** Annual elections are scheduled to take place on September 20.

**San Francisco Traffic Club:** Charles H. Roach, assistant to the manager of sales promotion and advertising, Crown Zellerbach Corp., last month addressed the club on the subject of better packaging. A film, *Industrial Packaging*, was presented.

**Traffic Club of Minneapolis:** New officers A. J. Dolan (grain agent, Burlington Railroad), president; George T. Turgeon (general agent, Santa Fe Railway), vice president; F. P. Donohue (traffic manager, Land O'Lakes Creameries, Inc.), secretary; H. K. Reif (director of transportation, Osborne-McMillan Elevator Co.), treasurer.

## AMPHENOL connectors

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9050 Washington Blvd., Culver City, Calif.

**North Jersey Traffic Club:** Frank Beaumont succeeds Carle Lamke as president. Additional new officers: Lou Starch, first vice president; Ken Barker, second vice president.

**Junior Traffic Club of Richmond, Va.:** Effective October 1, the club's name will be changed to the Capital City Traffic Club of Virginia.

**Traffic Club of St. Louis:** Some 2,000 persons are expected to attend the 50th birthday celebration of the club on October 24 at the Jefferson Hotel. President of the club is Hugo Waninger, vice president, Anheuser-Busch, Inc.

**Philadelphia Chapter, Delta Nu Alpha Transportation Fraternity:** W. Craig Armitage (Atlantic Refining Company) was installed as president recently. Other officers installed: Louis F. Verna (Pilot Freight Carriers), first vice president; Joseph F. Queenan (Eastern Express, Inc.), second vice president; John F. Bulman (Western Carloading Co.), secretary; David R. Danner (SKF Industries), treasurer. Also the following directors: Ernest H. Daubert (Liberty Motor Freight Lines); Joseph J. Fanelli (Republic Carloading & Distributing Co.); Charles E. Koob (Miller Motor Express, Inc.); Norman Markowitz (Vance Trucking Co.); Martin Singer (Pyramid Motor Freight Corp.); Edward J. Wilson (Rohm & Haas Co.); Louis F. Winter (McLean Trucking Co.). Installation was made by James F. Holtzer, national first vice president of Delta Nu Alpha. The guest speaker was Jim Bonner, sports director of WRCV and WRCV-TV, NBC outlets in Philadelphia.

## COMMERCIAL AIRCRAFT

**Newest sales reports:** A DC-6A has been sold by Slick Airways to Alaska Airlines . . . KLM Royal Dutch Airlines has ordered another DC-7C and a *Super Constellation L1049H*, and has taken options on four more DC-7C and two L1049Hs . . . Real has turned to the Convair 880 jet transports for its entrance into the Jet Age. The Brazilian Airline has ordered four such 600-plus-mile-an-hour aircraft from Convair, with deliveries promised to begin during the latter part of 1959 . . . Five *Viccount 700s* have been purchased from Vickers-Armstrongs by Turkish Airlines. The carrier will receive its first plane three months from now . . . Trabajos Aereos y Enlaces, of Bilbao, Spain, had signed a contract with Hunting Percival Aircraft Ltd. for three Presidents. The President is the civil version of the military Pembroke.

**Super Star:** The Lockheed 1649A, which Lufthansa will introduce into transatlantic service in December, has been dubbed the *Super Star* by the German airline. Faster and of greater range than the *Super G*, the *Super Star* will be used in nonstop service between New York and Paris, Dusseldorf, and Frankfurt, in both directions. The manufacturer's own designation for the 1649A is the *Starliner*, while TWA promotes it as the *Jetstream*.

**Piston to turboprop:** Real has turned over three Convair 340s to the British firm of D. Napier & Son to be converted from piston to turboprop engines. Napier's Eland turboprops will increase the cruising speed of the aircraft from 284 to 334 miles an hour, and extend its range with full payload from its present 1,200 to 2,000

miles. Air Carrier Service Corporation, a subsidiary of California Eastern Aviation, Inc., has signed the contract with Napier.

**Airborne seeing eye:** Panagra reports that it has completed installation of radar on all DC-6B and DC-7 transports. It was the first United States air carrier to use radar in scheduled operation. The first equipment was installed on a DC-6B flying the Miami-Buenos Aires route, in April, 1954.

**British look ahead:** A special committee of the Air League of the British Empire, headed by Sir Miles Thomas, former chairman of BOAC, has revealed that it foresees a dozen years from now British jet transports crossing to New York from London in about 2½ hours, making the return trip within 12 hours. The plan, with which the league hopes to cut heavily into the export market, would make vertical takeoffs and landings, carry 135 passengers and cargo, and operate at 60,000 feet.

**C-46R shows how:** Preparatory to going into line service, Riddle Airlines' C-46R, T-category version of the C-46, was test flown from Miami to Shreveport and return. Cruising at 222 miles an hour, the airfreighter was loaded with 15,577 pounds of company material. The C-46R can fly some 40 miles an hour faster than the C-46, and haul an additional ton of freight. (See April AT.)

**The Air Force** has declared the XC-99, world's largest land-based plane, excess to its needs. The giant transport, a cargo version of the B-36 and once hailed as a global air cargo carrier, is being placed on the block

for sale. Original cost of the XC-99 was \$15 million, but it costs \$1,100 an hour to operate and maintain. Its spare parts require special fabrication. Feeling in the industry is that no one is going to rush in with an offer for the plane. In its less than seven years of service, the XC-99 airlifted 60 million pounds of freight over a distance of 1,486,000 miles.

**The Hercules C-130** propjet transport's own short take-off distance was cut in half last month when JATO bottles lifted the Lockheed plane in less than 150 yards. Weighing more than 80,000 pounds, the plane was airborne somewhere between 400 and 500 feet. It was airborne in four seconds, shooting into the air at a 45 angle.

In an earlier test, the propjet set an endurance mark for this type of plane when it flew a random course over North Georgia at altitudes ranging from 5,000 to 30,000 feet for 14:01 hours continuously.

**IATA** Thirteenth annual general meeting of the International Air Transport Association will be held in the Instituto de Previsión, Madrid, September 9-13. Dr. Tomás Delgado, president, Iberia, will preside over the meeting. He succeeds Lord Douglas of Kirtlebridge, chairman of British European Airways. Hosts of the sessions will be Avianca and Aviaco.

**Eagle Airways, Ltd.** and Skyways, Ltd., both of England, have been admitted to the world airlines organization as active

members, bringing total IATA membership to 79. There are now six British air carriers in IATA. Eagle operates scheduled services from London to Dinard and La Baule, France; Saragossa, Spain; Luxembourg; and Innsbruck; and from Manchester to Luxembourg, Hamburg, and Copenhagen. Skyways flies from London to Paris via the airports at Lympne and Beauvais.

## HANDLING & PACKAGING

The link between packaging and distribution will be explored at the American Management Association's Packaging Clinic at the LaSalle Hotel, Chicago, September 16-18. Individual company problems will be discussed at small group meetings.

**J. Pell Miller**, president, Cargo Transport Leasing Corporation, announces that his organization has been specifically formed to supply airlines with aluminum cargo containers "in any quantity and at any time or place." He stated that the containers will be available on a "low-cost" rental basis and should prove useful to airlines seeking to improve their cargo services. The firm is located at 415 Madison Avenue, New York City.

A new commercial packaging division has been formed by Specification Packaging Engineering Corp., 6869 Tujunga Boulevard, North Hollywood, California. According to Olive Salembier, president, the move has made the firm "the first industrial packaging concern in the Southwestern United States to provide a complete industrial, commercial, and consumer packaging service." Manager of the new division is Merle Wainwright.

Next month—or at the latest, in early November—the Industrial Truck Association will publish its Handbook of Powered Industrial Trucks. The 94-page book, the result of more than two years' work, is divided into five sections covering selection, procedures, and operation. Price per copy is \$5.00. Write: Industrial Truck Association, Suite 526-28 Washington Loan Trust Building, 9th and F Streets, Washington 4, D. C.

## United States Airlines

**American:** The airline carried 41,987,000 ton-miles of freight in the first half of 1957. This represented an increase of 31.6% over the same period last year. Freight and express revenues for the January-June, 1957 period totaled \$10,387,600, as against \$8,978,452 in the comparable half last year. . . . Freight ton-miles in July totalled more than 7,300,000, a 27% increase over the same month a year ago.

**Braniff:** A total of 5,295.88 tons of freight was carried in the first half of 1957, as against 4,628.47 tons in the same period of 1956. Ton-miles flown reached 2,834,356, as compared with 2,414,602. The average freight load rose from 308 pounds in January-June, 1956 to 316 pounds in January-June, 1957. Express tonnage sank from 1,566.25 in last year's first half to 1,406.39 in the similar half this year, with ton-mileage dropping from 708,310 to 648,414. The average express shipment decreased from 90 pounds to 72 pounds.

**Flying Tiger:** Gross revenues in May and June increased 79% over the comparable months of 1956 to reach a total of \$6,094,444. According to Robert W. Prescott, president, the largest increase occurred in overseas contract operations which rose 130%. Air freight traffic gained 25%. In the month of May Tiger exceeded the seven million mark for the first time in company history when it flew a total of 7,069,641 ton-miles. President Robert W. Prescott stated that Tiger's new fleet of 12 *Super H Constellations* enabled the carrier to show its first profit since September, 1956. Operating profit for May and June was \$300,000.

**Pan American:** A record total of 4,424,000 pounds of cargo was hauled across the Atlantic during the first six months of 1957—11% above Pan Am's total for the same half last year.

**Panagra:** A total of 64,695 revenue ton-miles was recorded during the first month of one-plane all-cargo service. The new DC-4 service is on a once-a-week basis.

**Riddle:** The highest monthly record in Riddle's history was recorded in May when the all-cargo airline hauled a total of 5,836,128 pounds of freight. The May figure was 84% above the total for the same month a year ago and was 26% over the previous month. Charles L. Hood, vice president-traffic and sales, also reported that a new one-day record was set on May 10 when Riddle flew 297,021 pounds. For the first five months of the year, the carrier's total of 24,822,534 pounds of cargo airlifted represent an increase of 80% over the January-May, 1956 total.

**Seaboard & Western:** Scheduled transatlantic air freight flown in the first six months of 1957 was 42% over the total for the same period last year. Arthur V. Norden, executive vice president, revealed that Seaboard flew 5,192,197 ton-miles as against 3,654,232 ton-miles. Operating earnings of \$661,779, after taxes—a new record—were equal to 66¢ a share on 998,192 shares outstanding.

**United:** A dividend of 12½¢ per common share, payable September 15 to stockholders of record August 15, 1957, was voted recently. First-half freight ton-miles, up 26%, reached 26,958,000; and express ton miles, down 25%, were at 4,395,000. July freight ton-miles at 5,016,000, were 23% above the similar months of 1956. Express fell 41% (due to labor difficulties) to 540,000 ton-miles.

#### Foreign Airlines

**LAI:** Alfred J. Loffredo, cargo sales manager, reports an increase of 150% in eastbound freight traffic over the North Atlantic for the first half of the year. He foresees a rise of 250% over 1956 by the year's end. Cargo increased system-wide during the year 1956, according to a report just issued. A total of 27,558,502 ton-kilometer of freight and mail was flown during the year. The 1955 record had been 25,789,136 ton-kilometers.

**Lufthansa:** The German airline has shown an increase in air freight volume across the North Atlantic of approximately 100% for the first half as against last year's first half. Lufthansa began its transatlantic freight services in July, 1955.

#### Indirect Air Carriers

**Emery Air Freight:** An increase of 140% in net income is reported for the April-June, 1957 quarter \$241,940 (35¢ per share). Last year's net earnings for the same quarter were \$109,979 (15¢ per share). Gross revenue was \$3,095,302, as against \$2,062,609. President John C. Emery noted that "the special factor in

the second-quarter revenue increase was the strike-suspension of operations by our principal competitor at several important cities, which began April 22 and continued for three months." (Mr. Emery referred to the REA labor difficulties.) Net income for the first half increased to \$359,336 (52¢ per share), compared to \$215,765 (31¢ per share) for last year's like period. Gross revenue was at \$5,311,789, up from \$4,135,452.

**Broward International Airport:** Fort Lauderdale, Florida, celebrates Air Cargo Day on September 7. Representatives of various airlines, including Delta, Eastern, KLM, Pan American, Riddle, National, and Northeast, will be on hand to discuss current air freight problems. The purpose of Air Cargo Day is to "acquaint the air shippers of Broward and Dade Counties and the general public with what air freight can do for them in their everyday business operations." Delta, Riddle, and Pan American will have airfreighters on hand for inspection by the public.



**Seattle - Tacoma International Airport:** Air freight and air express totals at the end of May were below those recorded in May, 1956. Air freight dropped from 3,127,212 pounds in May of last year to 3,095,919 pounds in

May, 1957. Air express dropped from 226,175 pounds to 191,290 pounds. June freight and express totals again showed declines from the same month of a year ago. Freight dropped 11% to 2,926,480 pounds, while express (reflecting the REA strike) fell 26% to 179,878 pounds. For the first half of 1957, freight handlings, at 15,260,745 pounds, was slightly higher than the 15,169,403 pounds recorded here for the same period last year. Express handlings dropped from 1,313,877 pounds in January-June, 1956, to 1,290,273 pounds in January-June, 1957.

#### FORWARDERS

(Continued from Page 13)

warders in Docket No. 5947. (See June AT.) Certain of his recommendations in Docket No. 7132 have been open to attack by various air carriers. (See August AT.)

Air Express International has in-



John Alexander, Emery Air Freight's European manager, dramatizes the use of BOAC's new turboprop Britannia in this picture taken at London Airport. Shipment of drugs was flown from Los Angeles to London and on to Salisbury, Rhodesia.

## Mailbag Memos

This article (*Clipper Cargo Diary*, by Richard Malkin) is well done and I hope that it will be read with the interest that it deserves. It was a pleasure to have talked with him about some of our cargo problems.

Willis G. Lipscomb  
Vice President-Traffic & Sales  
Pan American World Airways  
New York, N. Y.

I have just returned from little traveling and find the first part of your *Clipper Cargo Diary* story. It is written in a most interesting and informative manner—no mean feat it appears, for I have seen few interesting cargo stories. I think it will instill confidence in our organization too—for which we thank you.

Wendell R. Stevens  
Cargo Manager-System  
Pan American World Airways  
New York, N. Y.

On page 26 of your August issue you print a table showing how jet transports will reduce the shipping time between various cities. Please let me know the type of jet transport this table is based on. . . . I read *Air Transportation* every month. I think it is tops.

Victor E. Braden  
Oak Park, Ill.

As mentioned in column 3 on the same page, the flying times are based on the performance of the Boeing 707 and the Douglas DC-8.—Editor.

## BOOKS

**The Sound of Wings** (Henry Holt & Co.; 303 pages; \$5.00), edited by Joseph B. Roberts and Paul L. Bland, is an anthology of "readings for the Air Age." Divided into five sections—pre-World War I, the First World War, the years spanning the 1918 Armistice and the attack of Hitler, World War II, and the post-VJ Day era—the editors reach all the way back to Ovid and Milton in their spanning of the centuries. The bridge to Saint-Exupery and Michener is an exciting one and often beautiful. Seventy-eight flight-inspired poems, stories, and excerpts are contained in this volume—a sure sound of wings. . . . **Beth Day's Glacier Pilot** (Henry Holt & Co.; 348 pages; \$4.50) is the story of one of the best-known names in Alaska aviation, Bob Reeve, as well as of the dauntless bush pilots who daily wrote incredible history in a God-forsaken part of North America. Mrs. Day writes animatedly of how unbounded courage and determination, not unmixed with humor, hacked a way through the treacherous Northern skies and formidable glaciers to make air transportation a standard there. In the author's hands, Reeve manages to personify the "big, bellicose, vigorous Paul Bunyan spirit of our last frontier." . . . Laurie W. Andrews draws a tight string of suspense in his novel of a wartime patrol, deep in the Burmese jungle, whose mission it is to de-

(Concluded on Page 38)

creased its domestic offices to a total of 83, with the opening of new facilities in Dayton and Mobile. (See *New Offices* in this issue.) It is understood additional offices soon will be opened in Dallas and Oklahoma City. Col. Frank L. Holmes represents AEI in the Dallas area, and C. M. Swabb, Jr. in the Oklahoma City area.

The Biennial Congress of FIAT will be held in Amsterdam from October 7 through October 11.



The numbered paragraphs on this page correspond with the numbers appearing in the prepaid order card attached here for your convenience. To order one or more pieces of literature, or other types of materials, at absolutely no charge to you or your firm, just encircle the corresponding number in the order card, fill in the required information, and mail it in. *Air Transportation* will do the rest of the job.

**56** Brochure outlining an air freight forwarding firm's excess-baggage shipping services to all destinations in the United States and foreign countries. Includes rates and regulations.

**57** Obtain *Faster Turnover of Your Capital*, Panagra's handy pamphlet which lists advantages of shipping by air, the variety of commodities which can be flown as freight, and fastest connections with domestic airlines to key points in South America.

**58** New 16-page, four-color catalog illustrating and describing Clark's entire line of fork lift trucks, straddle carriers, powered hand trucks, and towing tractors.

**59** Bulletin describing application ideas and features of the Flow Track, gravity conveyor. Includes specifications.

**60** Bulletin describing the magnesium Perma-Dock which, the manufacturer claims, assures faster and more efficient dock loading. Easily adjustable to truck or trailer floor level.

**61** Handsome, full-color world map, listing the principal world markets and their imports and exports. Size: 34" x 22". Provides important information at a glance.

**62** Leaflet describing LAV's air cargo services from the United States to Caracas, Maracaibo, and interior points of Venezuela.

**63** *Your Employees' Time is Too Valuable to Waste*, an excellent booklet which describes a method in how to save time and money in counting and marketing various business forms. Includes a dozen case studies.

**64** New pamphlet produced by Luft-hansa German Airlines providing specific commodity rates between points in the United States and Europe and the Middle East.

**65** Six-page, four-color brochure showing engineering specifications, dimensions, and mechanical features of the 5,000-pound capacity gas-powered model in the Clarklift line of fork trucks.

**66** *One-Man Crew*, an eight-page circular completely describing a recently introduced materials-handling system. Included are descriptions of the system, how it works and can be utilized, and its advantages. While initially developed to cut costs of materials handling on various types of freight terminals, the system may also be adapted to receiving and shipping operations in general industry and commerce.

## New Items This Month

It is the policy of the editors to retain each *Come 'n Get It* item for a period of three months.

The items added this month are numbers 76 to 82 inclusive.

**80** Check this number if you wish to arrange for a showing of the color sound slidefilm, *Simple Arithmetic in Packaging*, on the subject of corrugated bulk containers. The film is based on nine case histories and documents the savings in materials handling and packaging made possible by corrugated bulk containers of various types. Included are bulk containers for chemicals, tufting yarn, slab wax, electrical controls, synthetic rubber, tractor parts, gasoline engines, plastic pellets, and welding electrodes.

**81** Are you shipping transatlantic to destinations in Africa? BOAC has produced a handy little guide covering all African destinations, from Algiers to Zanzibar.

**82** Sample copy of the *American Import & Export Bulletin*, monthly magazine, which details all the latest developments in the field of import-export, opportunities for import buyers, exporters, changes in governmental laws and regulations, etc.

## BOOKS

(Continued from Page 37)

**67** Colorful descriptive bulletin on the new 3,000-pound capacity fork lift, Hustler Pug.

**68** The complete story of Scotch Filament Tape and how to use it for heavy-duty packaging and materials handling.

**69** Twelve-page condensed guide of industrial trucks and attachments manufactured by the Hyster Company. The book covers Hyster's complete line of basic truck models. Profusely illustrated.

**70** Is your mail heavy? We suggest you read carefully the valuable new booklet *5 Case Studies of Major Savings in Time and Money*—this together with the description of a new mail inserting machine which automatically collates and nests enclosures, opens and stuffs envelopes, counts, seals, stacks, and optionally imprints postage at speeds up to 6,000 an hour.

**71** Scandinavian Airlines System's Cargo Connection Timetable, an excellent compilation designed to save time for the shipper. Divided into two sections, it (a) lists all Eastbound flights from New York International Airport to SAS' nine West European gateway cities, and (b) it details the flight schedules from these to the 41 other cities served by the airline in Europe, Africa, and Asia.

**72** Literature on the USS *Gerrard* Model 12 Automatic Round Steel Strapping Machine, said to be one of the lowest-cost automatic strapping machines on the market. Speed is up to 24 ties per minute.

**73** *How to Ship Heavy Products in Corrugated Boxes*, another of Hinde & Dauch's excellent booklets in its Little Packaging Library. This 28-page booklet offers a dozen illustrated case studies on the packaging of such heavy products as pumps, machine parts, motors, plastics and nails.

**74** New 16-page catalog describing a company's complete line of materials-handling containers constructed of vulcanized fibre.

**75** *Cost Saving Packaging*, an interesting 12-page brochure which cites case histories in the commercial, automotive, industrial, electronic, aircraft, and materials-handling fields where Celotex fiber board has been used for economical protective packaging to brace, block, and cushion a variety of products.

**76** Descriptive literature on the domestic air freight services of Northwest Orient Airlines.

**77** Descriptive literature on the air freight services of Northwest Orient Airlines to Alaska and Hawaii.

**78** Descriptive literature on the air freight services of Northwest Orient Airlines to the Orient.

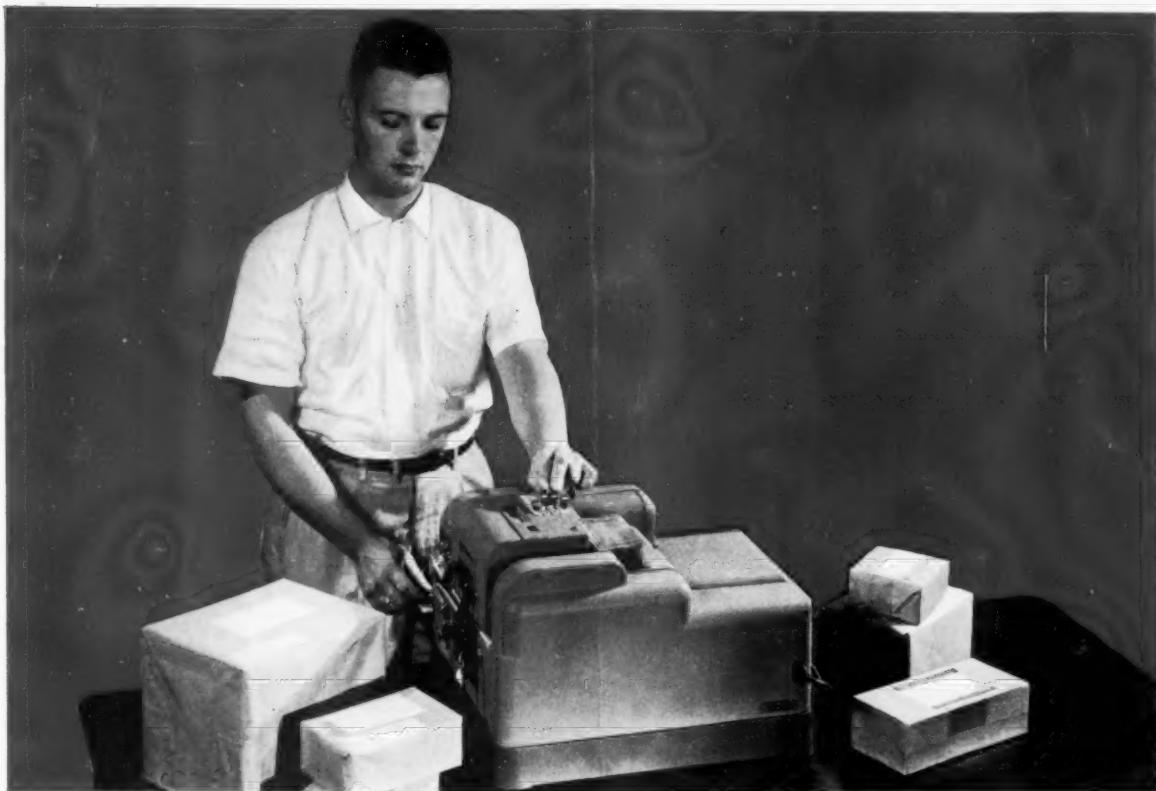
**79** *You Don't Need 20/20 Vision*, newest brochure describing the advantages of shipping by air express.

stroy a Jap battery. **Deadly Patrol** (David McKay Co., Inc.; 247 pages; \$3.50) will keep you biting your fingernails right up to the last page. A real thriller.

In her latest novel, **The Towers of Trebizon** (Farrar, Straus & Cudahy; 277 pages; \$3.75), Rose Macaulay sets a new high standard. The reader will find the scene shifting between England and Turkey; and what with the off-beat assortment of characters the author has endowed her story, it is reasonably safe that very few writers could have achieved such beauty in the transitions from fantasy to gravity. The devotee of travel books will find Rose Macaulay serving a double purpose. She's great.

Here are a couple of science-fiction books we're glad to commend to your leisure hours or long flight. For those who enjoyed Frederic Brown's *Martians Go Home*, previously reviewed in this space, his **Rogue in Space** (E. P. Dutton & Co., Inc.; 189 pages; \$2.75) will make them even more devoted fans. Set three centuries hence, when interplanetary travel is a bygone conclusion, Brown's soaring imagination has conceived a thinking rock floating in space. This rock is the rogue of the title, which has a profound (to underestimate the case) effect on our ex-space-man hero turned criminal . . . A. E. Van Vogt's **Empire of the Atom** (Shasta Publishers; 192 pages; \$3.00) is the story of Earth's Second Renaissance which emerged with the murderous House of Linn. The author fears neither space nor time, for his rebuilding of the atom-shattered world is pushed ahead 10,000 years; but even at that there is a keenly interesting parallel between the Houses of Linn and Medici. Fact, fiction, and prophecy are ingeniously intermixed. An intriguing novel and unusual, even for science-fiction.

Max Winkler, founder and president of a successful music-publishing firm, writes of a round-the-world trip taken by himself and Mrs. Winkler. Minor experiences on their way around the globe served to jolt the author into a new awareness of modern world economics. It's all in **From A to Z** (Crown Publishers, Inc.; 178 pages; \$3.00). Amusing . . . Australia, New Zealand, and the islands to the north and south of them, are explored under a fine glass in **Kenneth B. Cumberland's Southwest Pacific** (McGraw-Hill Book Co.; 365 pages \$6.50). The author, a professor of geography, does well by his craft in this presentation of the strategic (but little-known) area's industry, trade, people, history, and geography. Well illustrated with photos, maps, and charts. . . . **New York City Guide and Almanac: 1957-1958** (New York University Press; 544 pages; \$2.75) is a comprehensive a city guide as one can hope to get anywhere. We can't think of anything that's been left out. A soft-cover edition of this excellent volume is available also.



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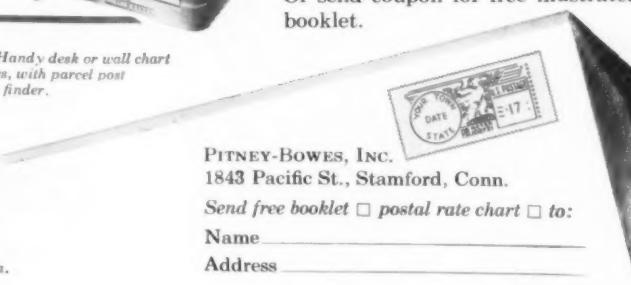
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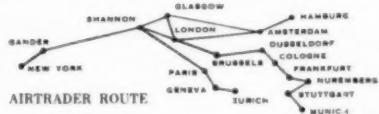
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